

## DAFTAR PUSTAKA

- Adedeji, I., Onu, A. J. C., Abdullahi, N., & Aliyu, G. A. (2024). Effect Of Customer Satisfaction On Customer Loyalty In Yoghurt Companies. *GUSAU JOURNAL OF ECONOMICS AND DEVELOPMENT STUDIES*, 5(1), 1–16. <https://doi.org/10.57233/gujeds.v5i1.01>
- Agusinta, L., Amelya, A., Endri, E., Marina, S., Pratiwi, S. W., Fachrial, P., ... Gutomo, T. (2024). Service quality, punctual cargo delivery, and customer loyalty: The mediating role of customer decisions. *Uncertain Supply Chain Management*, 12(4), 2559–2566. <https://doi.org/10.5267/j.uscm.2024.5.014>
- Aji, R. A. S., & R A Nurlinda. (2024). The Influence of Product Quality and Service Quality on Customer Loyalty Through Customer Satisfaction. *International Journal of Economics (IJE)*, 3(2), 1253–1269. <https://doi.org/10.55299/ijec.v3i2.1103>
- Al Karim, R., Alam, M. M. D., & Al Balushi, M. K. (2024). The nexus between CRM and competitive advantage: the mediating role of customer loyalty. *Nankai Business Review International*, 15(2), 248–268. <https://doi.org/10.1108/NBRI-04-2022-0040>
- Alam, M. M. D., Karim, R. Al, & Habiba, W. (2021). The relationship between CRM and customer loyalty: the moderating role of customer trust. *International Journal of Bank Marketing*, 39(7), 1248–1272. <https://doi.org/10.1108/IJBM-12-2020-0607>
- Anh, T. T., Yen, T. T., & Trang, N. T. T. (2022). Impact of E-Commerce Service Quality on Customer Loyalty: A Case of Vietnam. *Journal of Social Sciences and Management Studies*, 1(1), 59–64. <https://doi.org/10.56556/jssms.v1i1.73>
- Aulia, M. R., Rudy, Ismail, A., Indriyani, S., & Arief, I. (2023). The Influence of SocialMedia, Location, Service Quality and Store Atmosphere on Purchase Decision of Coffee Café Customers. *INNOVATIVE: Journal of Social Science Research*, 3(3), 11111–11118.
- Bulut, Z. A. (2015). Determinants Of Repurchase Intention in Online Shopping: A Turkish Consumer Perspective. International Journal Business and Social Science. Dokuz Eylül University. *International Journal of Business and Social Science*, 6(October 2015), 55–63.
- Chiguvi, D., & Guruwo, P. T. (2017). Impact of Customer Satisfaction on Customer Loyalty in the Banking Sector. *International Journal of Scientific Engineering and Research (IJSER)*, 5(2), 2347–3878.

- Dehghanpouri, H., Soltani, Z., & Rostamzadeh, R. (2020). The impact of trust, privacy and quality of service on the success of E-CRM: the mediating role of customer satisfaction. *Journal of Business and Industrial Marketing*, 35(11), 1831–1847. <https://doi.org/10.1108/JBIM-07-2019-0325>
- Fang, L., Lu, Z., & Dong, L. (2021). Differentiating service quality impact between the online and off-line context: an empirical investigation of a corporate travel agency. *International Hospitality Review*, 35(1), 3–18. <https://doi.org/10.1108/ihr-01-2020-0003>
- Fauziyyah, S., & Khusna, K. (2022). Implementation of Customer Relationship Management in Order to Build Customer Satisfaction and Loyalty. *Telkom University Online Journals*, 22(1), 13–22.
- Fu, F. Q. (2023). Sales Performance Improvement Methodology: Continuous Improvement of Sales Performance to Achieve Organizational Goals and Gain Sustainable Competitive Advantages. *Performance Improvement Journal*, 62(3), 71–80. <https://doi.org/10.56811/PFI-23-0006>
- Gaffar, V. (2007). *Customer Relationship Management and Marketing Public Relation*. Bandung: Alfabeta.
- Gazi, Md. A. I., Mamun, A. Al, Masud, A. Al, Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100227. <https://doi.org/10.1016/j.joitmc.2024.100227>
- Gefen, D., & Straub, D. W. (2004). Consumer Trust in B2C e-Commerce and The Importance of Social Presence: Experiments in e-Products and e-Services. *Omega*, 32(6), 407–424. <https://doi.org/10.1016/j.omega.2004.01.006>
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program SPSS 25 Edisi 9. In *UNDIP*.
- Ghozali, I. (2019). Aplikasi Analisis Multivariate Dengan Program SPSS 25 Edisi 9. In *UNDIP*.
- Gorondutse, A. H., & Hilman, H. (2014). Mediation effect of customer satisfaction on the relationships between service quality and customer loyalty in the Nigerian foods and beverages industry: Sobel test approach. *International Journal of Management Science and Engineering Management*, 9(1), 1–8. <https://doi.org/10.1080/17509653.2013.812337>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate Data Analysis* (7th ed.). Pearson Education Limited.
- Halika, N., & Kharisma, K. (2024). Study of the Effects of Service Quality Variables on Customer Satisfaction and Loyalty. *Journal of Social Science and Business Studies*, 2(2), 186–190. <https://doi.org/10.61487/jssbs.v2i2.57>
- Han, H., Lee, K. S., Song, H. J., Lee, S., & Chua, B. L. (2019). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention: Impact of switching costs. *Journal of Hospitality and Tourism Insights*, 3(1), 17–35. <https://doi.org/10.1108/JHTI-03-2019-0044>
- Haryanti, D. S., Hermawanti, N., Priyana, C., & Anggiani, S. (2024). The Influence of Service Quality and Promotion on Consumer Loyalty Through Customer Satisfaction as an Intervening Variable. *JURNAL BISNIS STRATEGI*, 33(1), 71–93. <https://doi.org/10.14710/jbs.33.1.71-93>
- Herman, L. E., Sulhaini, S., & Farida, N. (2021). Electronic Customer Relationship Management and Company Performance: Exploring the Product Innovativeness Development. *Journal of Relationship Marketing*, 20(1), 1–19. <https://doi.org/10.1080/15332667.2019.1688600>
- Hidayat, M. A., Rasyid, A., & Pasolo, F. (2024). Service Quality on Customer Loyalty: Mediation of Customer Satisfaction. *Advances in Business & Industrial Marketing Research*, 2(3), 150–163. <https://doi.org/10.60079/abim.v2i3.158>
- Hsieh, S.-W., Lu, C.-C., & Lu, Y.-H. (2018). A Study on the Relationship Among Brand Image, Service Quality, Customer Satisfaction, and Customer Loyalty – Taking 'the Bao Wei Zhen Catering Team' As an Empirical Study. *KnE Social Sciences*, 3(10). <https://doi.org/10.18502/kss.v3i10.3512>
- Isaeva, N., Gruenewald, K., & Saunders, M. N. K. (2020). Trust Theory and Customer Services Research: Theoretical Review and Synthesis. *The Service Industries Journal*, 40(15–16), 1031–1063. <https://doi.org/10.1080/02642069.2020.1779225>
- Jayani, D. H. (2019). Biaya Logistik Indonesia Tertinggi di Indonesia.
- Jill, G. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan* (Terjemahan; Y. Sumiharti, R. Medya, & W. C. Kristiaji, Eds.). Jakarta: Erlangga.
- Josiassen, A., Assaf, A. G., & Cvelbar, L. K. (2014). CRM and the bottom line: Do all CRM dimensions affect firm performance? *International Journal of*

*Hospitality Management*, 36, 130–136.  
<https://doi.org/10.1016/j.ijhm.2013.08.005>

- Kahuripan, A. (2024). Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Intellektika : Jurnal Ilmiah Mahasiswa*, 2(1), 97–105. <https://doi.org/10.59841/intellektika.v2i1.811>
- Kittur, P., & Chatterjee, S. (2021). Goods and services related brand image and B2B customer loyalty: effects of construal level. *Journal of Business and Industrial Marketing*, 36(1), 17–30. <https://doi.org/10.1108/JBIM-06-2019-0284>
- Kotler, Philip, Keller, K., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management (Global Edition)*. United Kingdom: Pearson.
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson.
- Kotler, Phillip, & Armstrong, G. (2014). *Prinsip-Prinsip Pemasaran (12th ed.)*. Jakarta: Erlangga.
- Kurniadi, H., & Ali Saeed Rana, J. (2023). The Power of Trust: How Does Consumer Trust Impact Satisfaction and Loyalty in Indonesian Digital Business? *Innovative Marketing*, 19(2), 236–249. [https://doi.org/10.21511/im.19\(2\).2023.19](https://doi.org/10.21511/im.19(2).2023.19)
- Kurniawan, A., Hidayatun, U. S., Tasrim, Jayanti, A., Septyarini, E., & Sudiby, T. D. (2025). Enhancing Customer Loyalty: The Role Of Service Quality In Customer Satisfaction. *Journal of Lifestyle and SDGs Review*, 5(2), e04412. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe04412>
- Kurniawan, G., & Sudiby, A. (2024). The Influence of Customer Relationship Management (CRM) on Customer Loyalty at PT Aplikasi Karya Anak Bangsa (Gojek Indonesia). *JOURNAL OF HUMANITIES SOCIAL SCIENCES AND BUSINESS (JHSSB)*, 3(2), 383–395. <https://doi.org/10.55047/jhssb.v3i2.941>
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. Khalifah Mediatama.
- Liu, Y., & Jung, K. (2022). Relationship between logistics service quality and customer loyalty of a cross-border e-commerce platform through the mediating effect of satisfaction and trust. *Korean Academy Of International Commerce*, 37(1), 107–132. <https://doi.org/10.18104/kaic.2022.37.1.107>
- Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2020). The Influence of Customer Relationship Management (CRM) Indicators on Customer Loyalty of Sharia Based Banking System. *GATR Journal of Management and Marketing Review*, 5(1), 84–92. [https://doi.org/10.35609/jmmr.2020.5.1\(8\)](https://doi.org/10.35609/jmmr.2020.5.1(8))

- Mamakou, X. J., Zaharias, P., & Milesi, M. (2024). Measuring customer satisfaction in electronic commerce: the impact of e-service quality and user experience. *International Journal of Quality and Reliability Management*, 41(3), 915–943. <https://doi.org/10.1108/IJQRM-07-2021-0215>
- Mang'unyi, E. E., Khabala, O. T., & Govender, K. K. (2018). Bank customer loyalty and satisfaction: the influence of virtual e-CRM. *African Journal of Economic and Management Studies*, 9(2), 250–265. <https://doi.org/10.1108/AJEMS-08-2017-0183>
- Mehdibeigi, N., Dehghani, M., & Yaghoubi, N. mohammad. (2019). Customer Knowledge Management and Organization's Effectiveness: Explaining the Mediator Role of Organizational Agility. *Procedia - Social and Behavioral Sciences*, 230(5), 94–103. <https://doi.org/10.1016/j.sbspro.2016.09.012>
- Mishra, U. (2022). The Effect of Customer Satisfaction on Loyalty: A Moderating Role of Corporate Communication in the Banking Sector. *Journal of Knowledge and Innovation*, 19–27. <https://doi.org/10.3126/jki.v8i1.52934>
- Mitra, T. (2024). Linking Logistics Service Quality, Customer Satisfaction and Customer Loyalty: An Indian Perspective. *MANTHAN: Journal of Commerce and Management*, 11(1), 105–127. <https://doi.org/10.17492/jpi.manthan.v11i1.1112406>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65(2). <https://doi.org/10.1016/j.jretconser.2021.102842>
- Nagao, T., Ijuin, H., Yamada, T., Nagasawa, K., & Zhou, L. (2022). COVID-19 Disruption Strategy for Redesigning Global Supply Chain Network across TPP Countries. *Logistics*, 6(1), 2. <https://doi.org/10.3390/logistics6010002>
- Novitasari, M., Amah, N., Ayera, A., Aziz, A. N., & Gunardi, A. (2024). Service Quality and Customer Loyalty: The Role of Satisfaction and Trust in Indonesia Sharia Bank. *Jurnal Riset Bisnis Dan Manajemen*, 17(1).
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Sustainability*, 11(4), 1113. <https://doi.org/10.3390/su11041113>
- Parasuraman, A., & Grewal, D. (2000). The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda. *Journal of the Academy of Marketing Science*, 28(1), 168–174. <https://doi.org/10.1177/0092070300281015>

- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). *Journal of Marketing*, 49, 41–50.
- Port Technology International. (2024). Schedule reliability continues to decline. Retrieved from <https://www.porttechnology.org/news/schedule-reliability-continues-to-decline/>
- Rachman, M. A., & Ariyanti, M. (2024). Impact of Customer Relationship Management on Customer Loyalty with Customer Satisfaction as a Mediating Variable at Telkomsel Partner Outlets in Banjar City. *Journal of Multidisciplinary Academic and Practice Studies*, 2(4), 533–545. <https://doi.org/10.35912/jomaps.v2i4.2633>
- Rachmi, I., Setiawan, E. B., Pahala, Y., Veronica, V., & Setiawan, F. T. (2024). Customer Service and Delivery Service Quality of Delivery Service Companies. *Jurnal Manajemen Transportasi & Logistik (JMTRANSLOG)*, 11(2), 153. <https://doi.org/10.54324/j.mtl.v11i2.1384>
- Rahimi, R., & Gunlu, E. (2016). Implementing Customer Relationship Management (CRM) in hotel industry from organizational culture perspective. *International Journal of Contemporary Hospitality Management*, 28(1), 89–112. <https://doi.org/10.1108/IJCHM-04-2014-0176>
- Rahimi, R., Köseoglu, M. A., Ersoy, A. B., & Okumus, F. (2017). Customer relationship management research in tourism and hospitality: a state-of-the-art. *Tourism Review*, 72(2), 209–220. <https://doi.org/10.1108/TR-01-2017-0011>
- Rahmasari, L., Farisyi, S., Nabila, P. A., Ricardianto, P., Wahyuni, T. I. E., Trisanto, F., ... Endri, E. (2024a). Customer relationship management and brand image: Empirical evidence from marine export company in Indonesia. *Uncertain Supply Chain Management*, 12(1), 19–28. <https://doi.org/10.5267/j.uscm.2023.10.021>
- Rahmasari, L., Farisyi, S., Nabila, P. A., Ricardianto, P., Wahyuni, T. I. E., Trisanto, F., ... Endri, E. (2024b). Customer relationship management and brand image: Empirical evidence from marine export company in Indonesia. *Uncertain Supply Chain Management*, 12(1), 19–28. <https://doi.org/10.5267/j.uscm.2023.10.021>
- Reyes, G. I., Nieto, E. S. D., & Pérez, G. I. (2018). Brand Image as Competitive Advantage. *Competition Forum; Indiana*, 16(1), 142–153.
- Rusydi, A. F., Ridwan, M., Ekowati, V. M., Supriyanto, A. S., & Johari, F. B. (2024). Customer Loyalty Based on Service Quality, Banking Image, and

- Fairness Mediating Role of Customer Satisfaction. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.10.3.717>
- Sann, R., Pimpohnsakun, P., & Booncharoen, P. (2024). Exploring the impact of logistics service quality on customer satisfaction, trust and loyalty in bus transport. *International Journal of Quality and Service Sciences*, 16(4), 519–541. <https://doi.org/10.1108/IJQSS-07-2023-0110>
- Saputra, M. E., Sumiati, S., & Yuniarinto, A. (2023). The effect of customer experience on customer loyalty mediated by customer satisfaction and customer trust. *Journal of Economics and Business Letters*, 3(3), 27–37. <https://doi.org/10.55942/jebll.v3i3.205>
- Septiano, R., & Sari, L. (2020). Determination Of Consumer Loyalty Through Customer Satisfaction. *Dinasti International Journal of Economics, Finance & Accounting*, 1(5), 865–878. <https://doi.org/10.38035/dijefa.v1i5.622>
- Septiano, R., & Sari, L. (2021). Determination Of Consumer Value And Purchase Decisions: Analysis Of Product Quality, Location, And Promotion. *Dinasti International Journal of Digital Business Management*, 2(3), 482–498. <https://doi.org/10.31933/dijdbm.v2i3.834>
- Sharrad Amer, R., & Lutfi Abdulwahhab, F. (2020). Achieving The Competitive Advantage by Using Customer Relationships Management (CRM). *Polish Journal of Management Studies*, 21(1), 61–70. <https://doi.org/10.17512/pjms.2020.21.1.05>
- Shofiah, S., Sukresna, I. M., & Sugiono, S. (2017). Study of Influence of Customer Relationship Management on Customer Satisfaction in CV Batik Semarang16. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 16(1), 57. <https://doi.org/10.14710/jspi.v16i1.57-69>
- Suarniki, N. N., & Daud, I. (2024). Customer Relationship Management (CRM) Strategy in Increasing Consumer Loyalty. *Maneggio*, 1(6), 120–129. <https://doi.org/10.62872/3785b108>
- Sultoni, M. H., & Sudarmiatin. (2021). Loyalty As Affecting Mediator Of Service Quality And Customer Satisfaction Towards Competitive Advantage. *Journal of Management Science (JMAS)*, 4(2), 39–42. <https://doi.org/10.35335/jmas.v4i2.103>
- Supar, D. A. W. A., & Suasana, I. G. A. K. G. (2017). Peran Kepuasan Pelanggan dalam Memediasi Pengaruh Customer Relationship Management terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Unud*, 6(3), 1534–1563.

- Sutrisno, A., Andajani, E., & Widjaja, F. N. (2019). The Effects of Service Quality on Customer Satisfaction and Loyalty in a Logistics Company. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v3i26.5360>
- Sutter, K. M., Sutherland, M. D., & Schwarzenberg, A. B. (2020). COVID-19: China Medical Supply Chains and Broader Trade Issues. In *Congressional Research Service: Report R46304*.
- Tang, L., Hsu, C.-H., & Chan, Y. (2015). Constructing a B2C Repurchase Intention Model Based on Consumer Perceptive Factors. *Information Systems Management*, 26(4).
- Tekle, K. C. (2023, December 22). *The Effect of Customer Relationship Management on Market Performance: a Mediating Model*. <https://doi.org/10.21203/rs.3.rs-3777195/v1>
- Tjiptono, F. (2015). *Strategi Pemasaran* (Edisi 4). Yogyakarta: Andi.
- Tu, Y.-T., Wang, C.-M., & Chang, H.-C. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. *Journal of Social and Development Sciences*, 3(1), 24–32. <https://doi.org/10.22610/jsds.v3i1.682>
- Utama, I. D. A. G. A., & Kusuma, A. A. G. A. A. (2019). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6468. <https://doi.org/10.24843/EJMUNUD.2019.v08.i11.p05>
- Winulang, A. (2022). *CRM CAPABILITIES REVIEW FROM CUSTOMER ORIENTATION , CUSTOMER-CENTRIC ORGANIZATIONAL SYSTEM , CRM TECHNOLOGY AND THEIR IMPACT ON*. 23(2), 216–224.
- Xu, C.-S., & Kim, J.-H. (2023). The Effect of Logistics Service Quality on Customer Satisfaction and Customer Loyalty in Chinese Retail. *Korean Academy Of International Commerce*, 38(3), 91–109. <https://doi.org/10.18104/kalc.2023.38.3.91>
- Zhang, Q., & Prasongsukarn, K. (2017). A relationship study of price promotion , customer quality evaluation , customer satisfaction and repurchase intention : a case study of Starbucks in Thailand. *International Journal of Management and Applied Science*, 3(9), 29–32