

## DAFTAR PUSTAKA

- Fernandes, A.A.R., & Solimun, A.S. 2016. The mediation effect of customer satisfaction in relationship between service quality, service orientation and marketing mix strategy to customer loyalty. *Journal of Management Development* . <https://doi.org/10.1108/JMD-12-2016-0315>
- Ferdinand, Augusty. 2006. Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. 2014. Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1), 306–326. <https://doi.org/10.5296/jsr.v5i1.6568>
- Ajao, R., Ikechukwu, I., & Olusola, A. 2012. Is customer satisfaction an Indicator of customer loyalty? *Australian Journal of Business and Management Research*, 2(07), 14–20.
- Arikunto. 2006. Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta : PT. Rineka Cipta.
- Asiati, D. I., Umar, H., & Sitinjak, T. 2019. The Effects of Service Quality, Image and Trust on Satisfaction and Its Impact on Syari'ah Bank Customer Loyalty in Palembang. *Business and Economic Research*, 9(1), 295. <https://doi.org/10.5296/ber.v9i1.14205>
- Chinomona, R., & Sandada, M. 2013. Predictors Of Customer Loyalty To Mobile Service Provider In South Africa. *International Business & Economics Research Journal (IBER)*, 12(12), 1631.
- Mowen, C., & Minor, Michael. 2002. Perilaku Konsumen. Jakarta : Erlangga.
- Cooper, R. K., & Sawaf, A. 2002. Executive EQ, ( hasil terjemahan Alex Tri Kantjono Widodo). Jakarta : Gramedia Pustaka Utama.
- Erjavec, H. Š., Dmitrović, T., & Povalej Bržan, P. 2016. Drivers of customer satisfaction and loyalty in service industries. *Journal of Business Economics and Management*, 17(5), 810–823.
- Ghozali, Imam. 2009. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang : UNDIP.
- Griffin, Jill. 2005. Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Jakarta: Erlangga.
- Hafez, M., & Akther, N. 2017. Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh. *Global Journal of Management and Business Research: A and Management*, 17(1), 141–148.

- Hair J.F. et.al. 1995. *Multivariate Data Analysis With Reading*. Fourth Edition. New Jersey: Prentice Hall.
- Hair, J. F., et al. 2006. *Multivariate Data Analysis*. Edisi 5. Jakarta: Gramedia Pustaka Utama.
- Joudeh, J. M. M., & Dandis, A. O. 2018. Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers. *International Journal of Business and Management*, 13(8), 108. <https://doi.org/10.5539/ijbm.v13n8p108>
- Khadka, K., & Maharjan, S. 2017. Value, satisfaction and customer loyalty [Centria University of Applied Sciences Pietarsaari]. In *Centria University of Applied Sciences Pietarsaari* (Issue November).
- Kotler dan Keller. 2012. *Manajemen Pemasaran*. Edisi 13. Jakarta: Erlangga
- Mayer, R. C., Davis, J. H. & Schoorman, F. D. 1995. An Integrative Model of Organizational Trust. *The Academy of Management Review*, 20, 3, Pp. 709-734.
- Mohtasham, S. S., Sarollahi, S. K., & Hamirazavi, D. 2017. The effect of service quality and innovation on word of mouth marketing success. *Eurasian Business Review*, 7(2), 229–245. <https://doi.org/10.1007/s40821-017-0080-x>
- Danesh, S.N., Nasab, S.A., & Choon, K.L. 2012. The Study of Customer Satisfaction, Customer Trust and Switching Barriers on Customer Retention in Malaysia Hypermarkets. *International Journal of Business and Management*, 7(7), 141–150. <https://doi.org/10.5539/ijbm.v7n7p141>
- Ofori, K. S., Boakye, K., & Narteh, B. 2018. Factors influencing consumer loyalty towards 3G mobile data service providers: evidence from Ghana. *Total Quality Management and Business Excellence*, 29(5–6), 580–598. <https://doi.org/10.1080/14783363.2016.1219654>
- Oliver, Richard L. 2010. Whence Customer Loyalty. *Journal of Marketing*, Vol. 63. <https://doi.org/10.2307/1252099>
- Kotler, P. 2002. *Manajemen Pemasaran*, Edisi Millenium, Jilid 2. Jakarta: PT. Prenhallindo.
- Quach, T. N., Thaichon, P., & Jebarajakirthy, C. 2016. Internet service providers' service quality and its effect on customer loyalty of different usage patterns. *Journal of Retailing and Consumer Services*, 29, 104–113. <https://doi.org/10.1016/j.jretconser.2015.11.012>
- Salim, A., Setiawan, M., Rofiaty, R., & Rohman, F. 2018. Focusing on complaints handling for customer satisfaction and loyalty: The case of Indonesian public banking. *European Research Studies Journal*, 21(3), 404–416. <https://doi.org/10.35808/ersj/1071>
- Sangadji dan Sopiah. 2010. *Metodologi Penelitian–Pendekatan Praktis dalam Penelitian*. Yogyakarta: ANDI

- Tanisah, T., & Maftukhah, I. 2015. The Effects of Service Quality, Customer Satisfaction, Trust, and Perceived Value Towards Customer Loyalty. *Jurnal Dinamika Manajemen*, 6(1), 55–61. <https://doi.org/10.15294/jdm.v6i1.4296>
- Thaichon, P., Lobo, A., & Mitsis, A. 2014. An empirical model of home internet services quality in Thailand. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 190–210. <https://doi.org/10.1108/APJML-05-2013-0059>
- Thaichon, P., & Quach, T. N. 2015. The relationship between service quality, satisfaction, trust, value, commitment and loyalty of Internet service providers' customers. *Journal of Global Scholars of Marketing Science*, 25(4), 295–313. <https://doi.org/10.1080/21639159.2015.1073419>
- Gaffar, Vanessa. 2007. *Manajemen Bisnis*. Bandung: Alfabeta.
- Yap, B. W., Ramayah, T., & Wan Shahidan, W. N. 2012. Satisfaction and trust on customer loyalty: A PLS approach. *Business Strategy Series*, 13(4), 154–167. <https://doi.org/10.1108/17515631211246221>
- Yarimoglu, Emel Kursunluoglu. 2014. A Review on Dimensions of Service Quality Models. *Journal of Marketing Management*.
- Zeithaml et al., 1996. Measuring the quality of relationship in customer service: An empirical study, European. *Journal of Marketing Management*.
- Zeithmal, V.A., Berry, L., & Parasuraman, (1998). Communication and Control Processes in The Delivery of Service Quality. *Journal of Marketing*, Vol 2 No 4, pp. 35-48

