

DAFTAR PUSTAKA

- Adams, J.S. (1965), "Inequity in Social Exchange," in *Advances in Experimental Social Psychology*, Vol. 2, L. Berkowitz, ed. New York: Academic Press, 267–99
- Agarwal, Ira & Gowda, Kavitha. (2020). The effect of airline service quality on customer satisfaction and loyalty in India. *Materials Today: Proceedings*. 37. 10.1016/j.matpr.2020.06.557.
- Ahrholdt, Dennis & Gudergan, Siggi & Ringle, Christian. (2017). Enhancing Service Loyalty: The Roles of Delight, Satisfaction, and Service Quality. *Journal of Travel Research*. 56. 436 - 450. 10.1177/0047287516649058.
- Al-Mamun, Abdullah & Rahman, Muhammad & Robel, S D. (2014). A Critical Review of Consumers' Sensitivity to Price: Managerial and Theoretical Issues. *Journal of International Business and Economics*. 2. 1-9.
- Alzoubi, Haitham & Alshurideh, Muhammad & Al Kurdi, Barween & In'airat, Mohammad. (2020). Do perceived service value, Quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*. 10.5267/j.uscm.2020.2.005.
- Amora, Johnny. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. 1-6.
- Arnold, Mark & Reynolds, Kristy & Ponder, Nicole & Lueg, Jason. (2005). Customer delight in a retail context: Investigating delightful and terrible shopping experiences. *Journal of Business Research*. 58. 1132-1145. 10.1016/j.jbusres.2004.01.006.
- Assegaff, Syafiq & Pranoto, Stanley. (2020). Price Determines Customer Loyalty in Ride-Hailing Services. 453-463.
- Boakye, K. G., Blankson, C., & Prybutok, V. R. (2017). The Battle for Customer Loyalty: An Examination of Customer Loyalty in the Goods and Services Domain. *Quality Management Journal*, 24(4), 21–34. <https://doi.org/10.1080/10686967.2017.12088377>.
- Chin, Wynne & Newsted, P.. (1999). Structural Equation Modeling Analysis with Small Samples Using Partial Least Square. *Statistical Strategies for Small Sample Research*.

- Calisir, N., Basak, E., & Calisir, F. (2016). Key drivers of passenger loyalty: A case of Frankfurt-Istanbul flights. *Journal of Air Transport Management*, 53, 211– 217. <https://doi.org/10.1016/j.jairtraman.2016.03.002>.
- Casidy, Riza & Wymer, Walter. (2016). A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. *Journal of Retailing and Consumer Services*. 32. 189-197. [10.1016/j.jretconser.2016.06.014](https://doi.org/10.1016/j.jretconser.2016.06.014).
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(July 2018), 322–332. 122 <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Elias A., Miranda, Almeida, (2015), Customer Delight: Perception of Hotel Spa Customers, *Journal Gruyter Open*.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2), 1–10. <https://doi.org/10.1177/2158244020919517>.
- Farooq, M.S., Salam, M., Fayolle, A., Jaafar, N., Ayupp, K., (2018). Impact of service quality on customer satisfaction in Malaysia airlines: a PLS-SEM approach. *J. Air Transport. Manag.* 67, 169–180.
- Ferdinand, A. (2014) *Structural Equation Modeling Dalam Penelitian Manajemen: Aplikasi Model-Model Rumit Dalam Penelitian untuk Skripsi, Tesis dan Disertasi Doktor*. Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.
- Finn, A. (2005). Reassessing the foundations of customer delight. *Journal of Service Research*, 8(2), 103–116. doi:10.1177/1094670505279340
- Finn, A. (2012). Customer delight: Distinct construct or zone of nonlinear response to customer satisfaction? *Journal of Service Research*, 15(1), 99–110. doi:10.1177/1094670511425698
- Foroughi, B., Iranmanesh, M., Gholipour, H. F., & Hyun, S. S. (2019). Examining relationships among process quality, outcome quality, delight, satisfaction and behavioural intentions in fitness centres in Malaysia. *International Journal of Sports Marketing and Sponsorship*, 20(3), 374–389. <https://doi.org/10.1108/ijsms-08-2018-0078>.
- Gefen, David. (2002). Customer Loyalty in E-Commerce. *Journal of the Association for Information Systems*. 3. 27-51. [10.17705/1jais.00022](https://doi.org/10.17705/1jais.00022).

- 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: The International Journal of Management Science*, Vol. 32, No.6,pp.407-424.
- Gong, Taeshik & Yi, Youjae. (2018). The Effect of Service Quality on Customer Satisfaction, Loyalty, and Happiness in Five Asian Countries. *Psychology & Marketing*. 35. 427-442. 10.1002/mar.21096.
- Hair, J. F. et al. (2014) *Multivariate Data Analysis*. Pearson New International Edition. Harlow: Pearson.
- Han, H. & Hyun, S. S. (2018). Role of motivations for luxury cruise traveling, satisfaction, and involvement in building traveler loyalty. *International Journal OF Hospitality Management*, 70, 75-84.
- Hardesty, David & Suter, Tracy. (2005). E-tail and retail reference price effects. *Journal of Product & Brand Management*. 14. 129-136. 10.1108/10610420510592626.
- Haryono, Suharyono, Fauzi, Suyadi, (2015), The Effects of Service Quality on Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth, *European Journal of Business and Management*, Vol 7, No 12.
- Hussain, R., Al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. *Journal of Air Transport Management*, 42(October), 167–175.
- Jiang, Y. (2019). A Cognitive Appraisal Process of Customer Delight: The Moderating Effect of Place Identity. *Journal of Travel Research*, 59(6), 1029–1043. <https://doi.org/10.1177/0047287519872827>.
- Jiang, Hongwei & Zhang, Yahua. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market:. *Journal of Air Transport Management*. 57. 80-88. 10.1016/j.jairtraman.2016.07.008.
- Jin, N. (Paul), Line, N. D., & Merkebu, J. (2016). The effects of image and price fairness. *International Journal of Contemporary Hospitality Management*, 28(9), 1895–1915. <https://doi.org/10.1108/ijchm-03-2015-0094>.
- Kahneman, Daniel, Jack L. Knetsch, and Richard Thaler (1986a), "Fairness and the Assumptions of Economics," *Journal of Business*, 59 (4), s285–s300.
- Kandampully, Jay & Zhang, Tingting & Bilgihan, Anil. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry.

- International Journal of Contemporary Hospitality Management. 27. 10.1108/IJCHM-03-2014-0151.
- Kannan, P. K. & Kopalle, Praveen. (2001). Dynamic Pricing on the Internet: Importance and Implications for Consumer Behavior. *International Journal of Electronic Commerce*. 5. 63-83. 10.1080/10864415.2001.11044211. Kotler Philip, Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Jilid 1. Edisi ketiga Belas. Erlangga
- Kotler, P., Caslione, J.A., (2009). How marketers can respond to recession and turbulence. *J. Cust. Behav.* 8, 187–191.
- Lai, W.T., Chen, C.F., (2011). Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transp. Policy* 18, 318–325.
- Lari, L. A. D. A., Iyanna, S., & Jabeen, F. (2019). Islamic and Muslim tourism: service quality and theme parks in the UAE. *Tourism Review*, 75(2), 402–413. <https://doi.org/10.1108/tr-05-2018-0062>.
- Maggie Wenjing Liu Hean Tat Keh. (2015). Consumer delight and outrage: scale development and validation. *Journal of Service Theory and Practice*. 25(6): h: 680 – 699
- Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on satisfaction and e-loyalty: a case of American travellers' to Jordan. *International Journal of Web Based Communities*, 16(1), 4–22. <https://doi.org/10.1504/ijwbc.2020.105124>.
- Martins, Marielza (1995), “An Experimental Investigation of the Effects of Perceived Price Fairness on Perceptions of Sacrifice and Value,” doctoral dissertation, Department of Business Administration, University of Illinois
- Matzler, Kurt & Würtele, Andreas & Renzl, Birgit. (2006). Dimensions of price satisfaction: A study in the retail banking industry. *International Journal of Bank Marketing*. 24. 216-231. 10.1108/02652320610671324.
- Morgeson, Forrest & Hult, G. Tomas M. & Mithas, Sunil & Keiningham, Timothy & Fornell, Claes. (2020). Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling–Customer Loyalty Relationship. *Journal of Marketing*. 10.1177/0022242920929029.
- Narteh, Bedman. (2017). Service quality and customer satisfaction in Ghanaian retail banks: the moderating role of price. *International Journal of Bank Marketing*. 36. 00-00. 10.1108/IJBM-08-2016-0118.

- Ngoc Khuong, Mai & Dai, Ngo. (2016). The Factors Affecting Customer Satisfaction and Customer Loyalty — A Study of Local Taxi Companies in Ho Chi Minh City, Vietnam. *International Journal of Innovation, Management and Technology*. 228-233. 10.18178/ijimt.2016.7.5.678.
- Nguyen-Phuoc, D. Q., Su, D. N., Tran, P. T. K., Le, D.-T. T., & Johnson, L. W. (2020). Factors influencing customer's loyalty towards ride-hailing taxi services – A case study of Vietnam. *Transportation Research Part A: Policy and Practice*, 134, 96–112. <https://doi.org/10.1016/j.tra.2020.02.008>.
- Oliver, Riscrd L, (1997), *Satisfaction A Behavioral Perspective On The Consumer*. McGraw-Hill Education, Singapore.
- Oliver, R.L. and Rust, R.T. (1997) Customer Delight: Foundations, Dindings, and Managerial Insight. *Journal of Retailing*, 73, 311-336. [https://doi.org/10.1016/S0022-4359\(97\)90021-X](https://doi.org/10.1016/S0022-4359(97)90021-X)
- Parasuraman, A Parsu & Zeithaml, Valarie & Berry, Leonard. (1985). A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). *The Journal of Marketing*. 49. 41-50. 10.2307/1251430.
- Pratondo, Katon & Zaid, Zaid. (2021). Customer Loyalty During Pandemy: Understanding Loyalty Through The Lens of Online Ride Hailing Service Quality. *International Journal of Social Science and Business*. 5. 10.23887/ijssb.v5i1.30933.
- Prentice, C., (2013). Service quality perceptions and customer loyalty in casinos. *Int. J. Contemp. Hosp. Manag.* 25 (1), 49–64.
- Sandada, M., & Matibiri, B. (2016). An Investigation into the Impact of Service Quality, Frequent Flier Programs and Safety Perception on Satisfaction and Customer Loyalty in the Airline Industry in Southern Africa. *South East European Journal of Economics and Business*, 11(1), 41–53. <https://doi.org/10.1515/jeb-2016-0006>.
- Schiffman, L. G. dan Leslie Lazar Kanuk. 2012. *Perilaku Konsumen*. Edisi ke 2. Jakarta: PT. Indeks Gramedia.
- Schnebelen, S., & Bruhn, M. (2018). An appraisal framework of the determinants and consequences of brand happiness. *Psychology & Marketing*, 35(2), 101–119. <https://doi.org/10.1002/mar.21073>.
- Shen, Chao & Yahya, Yazkhiruni. (2021). The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia perspective. *Journal of Air Transport Management*. 91. 101966. 10.1016/j.jairtraman.2020.101966.

- Shi, Y., Prentice, C., He, W., (2014). Linking service quality, customer satisfaction and loyalty in casinos, does membership matter? *Int. J. Hosp. Manag.* 40, 81–91.
- Sindwani, R., & Goel, M. (2015). The Impact of Technology based Self Service Banking Service Quality on Customer Loyalty. *International Journal of Marketing and Business Communication*, 4(3), 15–22. <https://doi.org/10.21863/ijmbc/2015.4.3.013>.
- Solimun, S., & Fernandes, A. A. R. (2018). The Mediation Effect of Customer Satisfaction in the Relationship between Service Quality, Service Orientation, and Marketing Mix Strategy to Customer Loyalty. *Journal of Management Development*, 37(1), 76-87. <https://doi.org/10.1108/JMD-12-2016-0315>.
- Su, D. N., Nguyen-Phuoc, D. Q., & Johnson, L. W. (2019). Effects of perceived safety, involvement and perceived service quality on loyalty intention among ride-sourcing passengers. *Transportation*. <https://doi.org/10.1007/s11116-019-10058-y>.
- Sugiyono, 2008. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung. Alfabeta.
- Suhartanto, D., Chen, B.T., Mohi, Z., & Sosianika, A. (2018). Exploring loyalty to specialty foods among tourists and residents. *British Food Journal*, 120(5), 1120–1131. <https://doi.org/10.1108/BFJ-09-2017-0485>.
- Thakur, Rakhi. (2016). Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*. 32. 151-163. 10.1016/j.jretconser.2016.06.004.
- Thibaut, J.W. and L. Walker (1975), *Procedural Justice: A Psycho-logical Analysis*. Hillsdale, NJ: Lawrence Erlbaum Associates
- Torres, E. N., Fu, X., & Lehto, X. (2014). Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36, 255–262. <https://doi.org/10.1016/j.ijhm.2013.09.007>.
- van Lierop, D., Badami, M.G., El-Geneidy, A.M., (2018). What influences satisfaction and loyalty in public transport? A review of the literature. *Transport Reviews* 38, 52–72.
- Virvilaite et al. (2009). “The Relationship Between Price and Loyalty in Service Industry”. *Inzinerine Ekonomika engineering Economics*. Vol.3, pp 96-104.

Wang, X. (2011). The effect of unrelated supporting service quality on consumer delight, satisfaction, and repurchase intentions. *Journal of Service Research*, 14(2), 1–15.

Wold H. O. A. (1980). Model construction and evaluation when theoretical knowledge is scarce: Theory and application of PLS. In J. Kmenta & J. B. Ramsey (Eds.), *Evaluation of econometric models* (pp. 47–74). New York: Academic.

Xia, Lan & Monroe, Kent & Cox, Jennifer & Kent, B & Monroe, Kent & Jones, J. (2004). The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*. 68. 1-15. 10.1509/jmkg.68.4.1.42733.

Zeithaml, V.A. (1988).: Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *J. Mark.* 52, 2–22.

WEBSITE:

Gojek.com

<https://www.gojek.com/blog>

Kompas.com

<https://tekno.kompas.com/read-/2020/11/12/18090947/satu-dekade-beroperasi-gojek-punya-2-juta-mitra-pengemudi-di-asia-tenggara>

Detik.com

<https://inet.detik.com/cyberlife/d-5349009/survei-pelanggan-nilai-layanan-gojek-paling-aman-higienis--nyaman>

Top Brand Award

www.topbrand-award

Measurable.ai

<https://blog.measurable.ai/2021/03/26/ridehailing-marketshare-ride-or-die-gojek-versus-grab-in-indonesia/>

Bisnis.com

<https://teknologi.bisnis.com/read/20210128/266/1349177/grab-kuasai-pasar-layanan-pesan-antar-makanan-kalahkan-gojek>