

## DAFTAR PUSTAKA

- Bee Wah Yap, T. Ramayah, Wan Nushazelin Wan Shahidan. 2012. Satisfaction and trust on customer loyalty: a PLS approach *Business Strategy Series*, Vol. 13 Iss: 4 pp. 154 – 167.
- Bee Wah Yap, T. Ramayah, Wan Nushazelin Wan Shahidan. 2012. Satisfaction and trust on customer loyalty: a PLS approach *Business Strategy Series*, Vol. 13 Iss: 4 pp. 154 – 167.
- Chou, S. and Chen, C.-W. (2018), The influences of relational benefits on repurchase intention in service contexts: the roles of gratitude, trust and commitment, *Journal of Business & Industrial Marketing*, Vol. 33 No. 5, pp. 680-692. <https://doi.org/10.1108/JBIM-08-2017-0187>
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang : UNDIP.
- Gita E.A, N.W Sri Suprapti, Sukaatmaja (2018). Pengaruh Kualitas Makanan, Kualitas Layanan, dan Lingkungan Fisik Restoran Terhadap Kepuasan Serta Niat Berperilaku.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), Customer repurchase intention: A general structural equation model, *European Journal of Marketing*, Vol. 37 No. 11/12, pp. 1762-1800. <https://doi.org/10.1108/03090560310495456>
- Kotler, Amstrong. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. England. Pearson Education Limited.
- Kumar Upamannyu, N., & Sankpal, S. (2014). Effect of Brand Image on Customer Satisfaction & Loyalty Intention and the Role of Customer Satisfaction Between brand Image and Loyalty Intention. *Council for Innovative Research*. [www.cirworld.com](http://www.cirworld.com)
- Prayogo, D., Andreani . *Pengaruh Brand Image Terhadap Kepuasan Pelanggan Dengan Presepsi Nilai Sebagai Variabel Perantara Di TX Travel Surabaya*. (Skripsi Sarjana Program Manajemen Perhotelan Program Studi Manajemen Fakultas Ekonomi, F., Kunci, K., image, B., Pelanggan, K., & Nilai Perusahaan, P. (n.d.)) [www.txtravel.com](http://www.txtravel.com)
- Sekaran, Uma. 2008 . *Metedologi Penelitian Untuk Bisnis*. Jakarta: Salemba.
- Sekaran, Uma. 2013. *Research Methods for Business*. Jakarta: Salemba Empat
- Sugiyono, 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

- Tjiptono, Fandy. (2009). *Service Marketing: Esensi dan Aplikasi*. Yogyakarta: Marknesis
- Tjiptono, Fandy. 2014, *Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian*, Andi Offset, Yogyakarta
- Wairimu, W. L. (2011). *The Influence Of Price On Customer Satisfaction Among Mobile Phone Users In Westlands* ( Nairobi a Research Project Submitted In Partial Fulfilment Of The Requirements For The Award Of The Degree Of Master Of Business Administration (MBA) Of School Business.)
- Wijaya, Mohamad. (2013). *Promosi, Citra Merek, Dan Saluran Distribusi Pengaruhnya Terhadap Keputusan Pembelian Jasa Terminix Di Kota Manado*.
- Yu, T., Chin, M., & Hsiao, C. (2012).Corporate Brand Image and Customer Satisfaction on Loyalty: an Empirical Study Of Sturbucks Coffe In Taiwan. *Journal of Social and Development Sciences*, 2