

REFERENCES

- Bupu, R., Sodikin, M., & Sanchita, S. (2023). *Towards Customer Satisfaction : The Role of Customer Relationship Management , Service Quality , and Customer Perceptions*. 4810, 41–56.
- Buttle, F. (2008). Customer relationship management: Second edition. *Customer Relationship Management: Second Edition*, (October), 1–500. <https://doi.org/10.4324/9780080949611>
- Date, P. U. B., Type, P. U. B., & Price, E. (2000). An Overview of Customer Satisfaction Models Interim Director of Research. *Customer Satisfaction Models*, 100–110.
- Ghanad, A. (2023). An Overview of Quantitative Research Methods. *International Journal of Multidisciplinary Research and Analysis*, 06(08). <https://doi.org/10.47191/ijmra/v6-i8-52>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*.
- Ida Aju Brahmasari, H., Dipl, D., & Panjaitan, H. (2016). The Influence of Service Quality, and Customer Relationship Management (CRM) Of Patient Satisfaction, Brand Image, Trust, and Patient Loyalty on Indonesian National Army Level II Hospitals. *International Journal of Business and Management Invention ISSN*, 5(5), 30–44. www.ijbmi.org
- Kurniati, R. R. (2015). *The Effect of Customer Relationship Marketing (CRM) and Service Quality to Corporate Image , Value , Customer Satisfaction , and Customer Loyalty*. 7(11), 107–120.
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. <https://doi.org/10.1108/TQM-05-2019-0150>
- Latan, H., & Ghazali, I. (2015). *Partial Least Squares: Concepts, Techniques and Applications using SmartPLS 3*.
- Michalik, N. M., & Schermuly, C. C. (2024). Online, offline, or both? The importance of coaching format for side effects in business coaching.

Journal of Managerial Psychology, 39(6), 775–794.
<https://doi.org/10.1108/JMP-01-2023-0068>

Musyaffa, N., & Ngatno. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Sebagai Variabel Mediasi (Studi Kasus Pada Penumpang Kereta Api Kelas Eksekutif Argo Sindoro Pt. Kai Daop Iv Semarang). *Jurnal Ilmu Administrasi Bisnis*, 8(4), 1–10.

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460.
<https://doi.org/10.2307/3150499>

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. <https://doi.org/10.2307/1251430>

Passmore, J., Liu, Q., Tee, D., & Tewald, S. (2023). The impact of COVID-19 on coaching practice: results from a global coach survey. *Coaching*, 16(2), 173–189. <https://doi.org/10.1080/17521882.2022.2161923>

Pimentel, J. (2019). Some Biases in Likert Scaling Usage and its Correction. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*, 45, 183–191.

Reingewertz, Y. (2021). An economic model of multi-level marketing. *PLoS ONE*, 16(7 July), 1–18. <https://doi.org/10.1371/journal.pone.0253700>

Sjahrudin, H. (2019). *An examination of the relationships between customer relationship management quality , service quality , customer satisfaction and customer loyalty: The case of five star hotels.* (March). <https://doi.org/10.14738/assrj.62.6202>

Sugiyono. (2018). *Metode Penelitian Kuantitatif*. (Bandung: Alfabeta).

Chin, W., & Marcoulides, G. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 8.