

## DAFTAR PUSTAKA

- Adam, Muhammad. 2018. *Manajemen Pemasaran Jasa*. Bandung: Alfabeta
- Alfiah, A. (2019). Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Pelanggan Pada Toko Emas Gajah, Batu. *JAMIN: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 1(2), 126. <https://doi.org/10.47201/jamin.v1i2.30>
- Alharthey, B. K. (2019). Impact of green marketing practices on consumer purchase intention and buying decision with demographic characteristics as moderator. *International Journal of ADVANCED AND APPLIED SCIENCES*, 6(3), 62–71. <https://doi.org/10.21833/ijaas.2019.03.010>
- Anastasia, G. dan W. (2003). *Analisis Faktor Fundamental Dan Risiko Properti, Sistematis Terhadap Harga Saham*. FE-Universitas Kristen Petra. <https://doi.org/10.9744/jak.5.2.pp.%20123-132>
- Andreti, J., Zhafira, N. H., Akmal, S. S., & Kumar, S. (2013). The Analysis of Product, Price, Place, Promotion and Service Quality on Customers' Buying Decision of Convenience Store: A Survey of Young Adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics* , 2(6), 72–78. [www.managementjournal.info](http://www.managementjournal.info)
- Anindito, R. (2019). Analisis Pengaruh Kualitas Layanan Dan Citra Toko Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Indomaret Di Semarang). *Diponegoro Journal of Management*, 9(1), 1–12. <http://ejournal-s1.undip.ac.id/index.php/djom>
- Bilson Simamora. (2008). *Panduan Riset Perilaku Konsumen*. Gramedia Pustaka Utama.
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1), 278–302. <https://doi.org/10.1108/IJBM-02-2018-0021>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Famiyeh, S., Asante-Darko, D., & Kwarteng, A. (2018). Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture. *International Journal of Quality and Reliability Management*, 35(8), 1546–1567. <https://doi.org/10.1108/IJQRM-01-2017-0008>

- 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). <https://doi.org/10.1177/2158244020919517>
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)*. (Edisi 4). Universitas Diponegoro
- Gillani, S. U. A., & Awan, D. A. G. (2014). Customer Loyalty in Financial Sector: A case study of Commercial Banks in Southern Punjab. *International Journal of Accounting and Financial Reporting*, 1(1), 587. <https://doi.org/10.5296/ijaf.v4i2.6870>
- Gunawan, A., & Melinda, T. (2021). Analysis of Marketing Mix and Purchasing Decisions (a Study of Kene Kopi Products). *KnE Social Sciences*, 2021, 510–518. <https://doi.org/10.18502/kss.v5i5.8838>
- Hanaysha, J. R. (2017). Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction. *Jindal Journal of Business Research*, 6(2), 132–145. <https://doi.org/10.1177/2278682117715359>
- Hasby, R., Irawanto, D. W., & Hussein, A. S. (2018). He Effect of Service Quality and Brand Image on Loyalty With Perception of Value As a Mediation Variable. *Jurnal Aplikasi Manajemen*, 16(4), 705–713. <https://doi.org/10.21776/ub.jam.2018.016.04.17>
- Hsu, M. H., Chang, C. M., & Chuang, L. W. (2015). Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan. *International Journal of Information Management*, 35(1), 45–56. <https://doi.org/10.1016/j.ijinfomgt.2014.09.002>
- Iqbal, M.A., Murni, Y., & Sulistyowati, N. (2018), Analysis of the influence of brand image and customer value on customer satisfaction and its impact on customer loyalty. *International Journal of Economics*, 2(4), 343-355
- Karani, L. M., Syah, T. Y. R., & Anindita, R. (2019). Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Restaurants of the Tangerang Area. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 142–147. <https://doi.org/10.18551/rjoas.2019-08.15>
- Kaura, V., Durga Prasad, C., & Sharma, S. (2015). Service quality, service convenience, price and fairness, customer loyalty, and the mediating role of customer satisfaction. *International Journal of Bank Marketing*, 33(4), 404–422. <http://dx.doi.org/10.1108/IJBM-04-2014-0048>
- Keller, P. K. dan K. L. (2008). *Manajemen Pemasaran*,. Indeks.

- Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39, 212–218. <https://doi.org/10.1016/j.jhtm.2019.03.001>
- Kotler, P., & Keller, K. L. (2009). Manajemen pemasaran jilid 1, edisi Ketiga belas, Terjemahan Bob Sabran. *Jakarta: Erlangga*
- Kotler, Philip and Armstrong, Garry. (2018). *Principles of Marketing*. 17th Edition. Pearson Education
- Kurniawan Subagja, I., Iskandar, H., & Wibowo, I. (2017). Effect of customer value and quality of service on customer satisfaction Integrating Big Data with Medical Imaging View project Effect of customer value and quality of service on customer satisfaction (Case study on consumers GO-JEK, Jakarta Indonesia). *International Journal of Advanced Scientific Research Wwww.Allscientificjournal.Com*, 2(5), 28–39. <https://www.researchgate.net/publication/334224137>
- Lie, D., Sudirman, A., Efendi, E., & Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research*, 8(8), 421–428.
- Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in Zimbabwe. *International Journal of Bank Marketing*, 35(3), 540–556. <https://doi.org/10.1108/IJBM-11-2016-0164>
- Mulyanto. (2017). The Influence of Product Quality, Service Quality and Trust on Customer Satisfaction and Its Impact on Customer Loyalty (Case Study PT ABC Tbk). *International Journal of Scientific & Engineering Research*, 8(7), 2330–2336
- Nugroho J. Setiadi, S.E., M. . (2003). *Perilaku Konsumen: Edisi Revisi (Edisi Revi)*. Kencana.
- Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2020). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 38(2), 384–405. <https://doi.org/10.1108/IJBM-03-2019-0096>
- Pratama, A., Sutopo, M., & Manajemen, J. (2019). Analisis Pengaruh Nilai Pelanggan, Destination Image, dan Kualitas Pelayanan terhadap Minat Kunjung Ulang Wisatawan dengan Kepuasan Pengunjung sebagai Variabel Intervening (Studi Kasus pada Obyek Wisata Bukit Cinta Rawa Pening Kabupaten Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 8(2), 133–147. <http://ejournal-s1.undip.ac.id/index.php/djom>

- Prianggoro, N. F., & Sitio, A. (2020). Effect of Service Quality and Promotion on Purchase Decisions and Their Implications on Customer Satisfaction. *International Journal of Engineering Technologies and Management Research*, 6(6), 51–62. <https://doi.org/10.29121/ijetmr.v6.i6.2019.393>
- Prihatama, G. T., Masitoh, M. R., & Saputra, D. A. S. (2020). Pengaruh Promosi Dan Persepsi Harga Terhadap Loyalitas Pelanggan Pada Cv. Saluyu Motor Cabang Kecamatan Bojong Kabupaten Pandeglang. *Jurnal Ekonomi Vokasi*, 4(1), 38–54. <https://e-jurnal.lppmunsera.org/index.php/JEV/article/view/3007>
- Qomariah, N. (2012). Pengaruh Kualitas Layanan & Citra Terhadap Universitas. In *Jurnal Aplikasi Manajemen* (Vol. 10, Issue 1, p. 178).
- Rusmahafi, F. A., & Wulandari, R. (2020). the Effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction. *International Review of Management and Marketing*, 10(4), 68–77. <https://doi.org/10.32479/irmm.9939>
- Sanusi, A. (2014). *Metodologi Penelitian Bisnis*. Jakarta: Penerbit Salemba Empat
- Sarjita. (2018). Pengaruh Pelayanan, Harga Dan Promositerhadap Loyalitas Pelanggan Pada Pengguna Go-Jek Di Daerah Istimewa Yogyakarta. *Jurnal Bisnis Manajemen Dan Akuntansi*, 5(1), 76–92. <http://jurnal.amaypk.ac.id/index.php/jbma/article/view/84/98>
- Sekaran, U. dan Bougie, R. (2017). *Metode Penelitian untuk Bisnis. Edisi 6 Buku 1 dan 2*. Jakarta: Salemba Empat
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385–1396. <https://doi.org/10.5267/j.msl.2019.5.012>
- Sugiyono, (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Sunarto. (2006). *Perilaku Konsumen*. AMUS.
- Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency. *Jurnal Ekonomi & Bisnis JAGADITHA*, 7(1), 46–52. <https://doi.org/10.22225/jj.7.1.1626.46-52>
- Syafputri, E. (2012). *Investasi emas, dinar dan dirham*. PenebarPlus+.

- Tjiptono, F. (2014), *Strategi Pemasaran, Edisi 3*, Yogyakarta: Andi Offset
- Tram, D. T. T., & Duy, N. K. (2020). The interaction of service quality, customer value, customer satisfaction on customer's behaviour intention using cellular/mobile service in Ho Chi Minh City. *HCMCOUJS - ECONOMICS AND BUSINESS ADMINISTRATION*, 9(1).  
<https://doi.org/10.46223/hmccoujs.econ.en.9.1.177.2019>
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63.  
<https://doi.org/10.1016/j.jretconser.2021.102721>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.  
<https://doi.org/10.1007/BF02894350>
- Yulisetiari, D., Indraningrat, K., & Hijriah, H. (2019). Pengaruh nilai pelanggan, kualitas layanan, harga, dan kepercayaan terhadap loyalitas melalui kepuasan penumpang kereta api sri tanjung jember-yogyakarta pt kai daop ix Jember. *Seminar Nasional Manajemen Dan Bisnis Ke-3 Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Jember*, 288–299.
- Zeithmal, V. (2001). Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn. *Journal of the Academy of Marketing Science*, 28(1), 67–85.  
<https://goldprice.org/>