

## DAFTAR PUSTAKA

- Ahdiat, A. (2023). *Ini Pertumbuhan Jumlah Motor di Indonesia 10 Tahun Terakhir*. Katadata. <https://databoks.katadata.co.id/datapublish/2023/03/16/ini-pertumbuhan-jumlah-motor-di-indonesia-10-tahun-terakhir>
- Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2020). The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing*, 11(1), 192–212. <https://doi.org/10.1108/JIMA-03-2017-0033>
- Bahri, S., & Zamzam, F. (2015). *Model Penelitian Kuantitatif Berbasis SEM-AMOS*. Deepublish.
- Berry, L. L., Zeithaml, V. A., & Parasuraman, A. P. (1988). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. *Wiley Encyclopedia of Management*, 64(1), 12–40. <https://doi.org/10.1002/9781118785317.weom090654>
- Biscaia, A. R., Rosa, M. J., Moura e Sá, P., & Sarrico, C. S. (2017). Assessing customer satisfaction and loyalty in the retail sector. *International Journal of Quality and Reliability Management*, 34(9), 1508–1529. <https://doi.org/10.1108/IJQRM-03-2015-0039>
- Brilliant, M. A., & Achyar, A. (2014). The Impact of Satisfaction and Trust on Loyalty of E-Commerce Customers. *ASEAN Marketing Journal*, 5(1), 51–58. <https://doi.org/10.21002/amj.v5i1.2175>
- Buchori, I. (2022). *Buku Ajar Metodologi Penelitian* (1st ed.). Fakultas Teknik Universitas Diponegoro.
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). The effect of service quality, customer satisfaction and corporate image on customer loyalty in the banking sector in Indonesia. *IOSR Journal of Business and Management (IOSR-JBM)*, 19(11), 46–51. <https://doi.org/10.9790/487X-1911064651>
- Dwi Yana, R., Suharyono, & Abdillah, Y. (2015). PENGARUH CITRA MERK TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Survei Pada Konsumen Produk Busana Muslim Dian Pelangi Di Malaysia). *Jurnal Administrasi Bisnis*, 21(1), 1–7.
- Ferdinand, A. (2014). *Metodologi Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Fernandes, A. A. R., & Solimun, S. (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>

- Ghozali, I. (2014). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 22 Update Bayesian SEM* (6th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBS SPSS* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2020). *25 Grand Theory*. Yoga Pratama.
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282. <http://jurnal.umsu.ac.id/index.php/MANEGGIO>
- Gunardi, C. G., & Erdiansyah, R. (2019). Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Restoran Mangkok Ku. *Prologia*, 3(2), 456–463. <https://doi.org/10.24912/pr.v3i2.6387>
- Haryono, S., & Wardoyo, P. (2013). Structural Equation Modeling Untuk Penelitian Manajemen Menggunakan AMOS 18.00. In *The International Encyclopedia of Communication*. Intermedia Personalia Utama.
- 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, 167–175. <https://doi.org/10.1016/j.jairtraman.2014.10.001>
- 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>
- Khairawati, S. (2019). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal of Research in Business and Social Science* (2147- 4478), 9(1), 15–23. <https://doi.org/10.20525/ijrbs.v9i1.603>
- Kotler, P., & Keller, K. L. (2012). Management marketing. In *Pearson Education, Inc.* (14th ed., Vol. 1, Issue 1). <https://doi.org/10.1080/03031853.1972.9523871>
- Kotler, P., & Keller, K. L. (2016). Management marketing. In *Pearson Education, Inc.* (15th ed.).
- Lubis, A. S., & Andayani, N. R. (2018). Pengaruh Kualitas Pelayanan (Service Quality) Terhadap Kepuasan Pelanggan Pt. Sucofindo Batam. *Journal of Applied Business Administration*, 1(2), 232–243. <https://doi.org/10.30871/jaba.v1i2.619>
- Mahsyar, S., & Surapati, U. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.

- Mai, S., & Cuong, T. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Makanyenza, 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>
- Mehta, A. M., & Tariq, M. (2020). How Brand Image and Perceived Service Quality Affect Customer Loyalty Through Customer Satisfaction. *Academy of Marketing Studies Journal*, 24(1), 1–10. <https://www.researchgate.net/publication/340105373>
- Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. *International Journal of Hospitality Management*, 65, 89–99. <https://doi.org/10.1016/j.ijhm.2017.06.011>
- Mutmainnah. (2017). PENGARUH KUALITAS LAYANAN DAN CITRA PERUSAHAAN TERHADAP KEPUASAN NASABAH. *Jurnal Manajemen Dan Pemasaran Jasa*, 10(2), 201–216. <https://doi.org/10.35137/jmbk.v5i2.113>
- Narotama, A. (2019). Theton Customer Loyalty with Brand Images and Customer Satisfaction as Mediation. *JURNAL MANAJEMEN DAN KEWIRASAHAAN*, 7(1), 86–93. <https://doi.org/10.26905/jmdk.v7i1.2692>
- Niken Nanincova. (2019). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe and Bistro. *Agora*, 7(2), 1–5.
- Nobar, H. B. K., & Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: Empirical evidence from hotel industry. *Journal of Business Economics and Management*, 19(2), 417–430. <https://doi.org/10.3846/jbem.2018.5678>
- Novianti, Endri, & Darlius. (2018). KEPUASAN PELANGGAN MEMEDIASI PENGARUH KUALITAS PELAYANAN DAN PROMOSI TERHADAP LOYALITAS PELANGGAN. *MIX: JURNAL ILMIAH MANAJEMEN*, 8(1), 90–108. <https://doi.org/10.22441/mix.2018.v8i1.006>
- Pratama, R. (2020). *Kenapa Sih Ada Bikers yang Lebih Pilih Bengkel Umum Ketimbang Bengkel Resmi?* DetikOto. <https://oto.detik.com/berita/d-5071692/kenapa-sih-ada-bikers-yang-lebih-pilih-bengkel-umum-ketimbang-bengkel-resmi>
- Rao, P. H. (2013). *Business Analytics: An Application Focus*. PHI Learning Private Limited.
- Ridwan, M., & Noviyanti, S. (2022). Pengaruh Kualitas Pelayanan Dan Kepuasan

Pelanggan Terhadap Loyalitas Pelanggan Go-Jek. In *Kinerja* (Vol. 4, Issue 1, pp. 53–66). <https://doi.org/10.34005/kinerja.v4i1.1698>

Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis* (6th ed.).

Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction : Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558. <https://doi.org/10.1108/TQM-07-2019-0187>

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Zameer, H., Tara, A., Kausar, U., & Mohsin, A. (2015). Impact of service quality, corporate image and customer satisfaction towards customers' perceived value in the banking sector in Pakistan. *International Journal of Bank Marketing*, 33(4), 442–456. <https://doi.org/10.1108/IJBM-01-2014-0015>

