

## DAFTAR PUSTAKA

- Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service Quality, Religiosity, Customer Satisfaction, Customer Engagement and Islamic Bank's Customer Loyalty. *Journal of Islamic Marketing*, 11(6), 1691–1705. <https://doi.org/10.1108/JIMA-03-2019-0044>
- Al Abdulrazak, R. M., & Gbadamosi, A. (2017). Trust, Religiosity, and Relationship Marketing: A Conceptual Overview of Consumer Brand Loyalty. *Society and Business Review*, 12(3), 320–339. <https://doi.org/10.1108/sbr-03-2017-0014>
- Asiati, D. I., -, W., Umar, H., & Sitinjak, T. (2019). The Effects of Service Quality, Image and Trust on Satisfaction and Its Impact on Syari'ah Bank Customer Loyalty in Palembang. *Business and Economic Research*, 9(1), 295. <https://doi.org/10.5296/ber.v9i1.14205>
- Aslam, W., Arif, I., Farhat, K., & Khursheed, M. (2018). The Role of Customer Trust, Service Quality and Value Dimensions In Determining Satisfaction and Loyalty: An Empirical Study of Mobile Telecommunication Industry In Pakistan. *Market-Trziste*, 30(2), 177–194. <https://doi.org/10.22598/mt/2018.30.2.177>
- 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>
- Chang, C. C., & Hung, J. S. (2018). The Effects of Service Recovery and Relational Selling Behavior On Trust, Satisfaction, and Loyalty. *International Journal of Bank Marketing*, 36(7), 1437–1454. <https://doi.org/10.1108/IJBM-07-2017-0160>
- Chhabra, K. (2018). Does Service Quality Matters In The Context Of Internet Banking? A Perceptual Analysis Of India's Internet Banking Customer's Perception Regarding Service Quality, Trust, Satisfaction and Loyalty. *Journal of Commerce & Accounting Research*, 7(3), 52–60. <http://www.publishingindia.com>
- Devila, R., & Ma, S. (2017). Marketing Mix: Effects of Service Quality and Consumer Behavior On Loyalty. The Mediating Role of Customer

- Satisfaction. In *Quest Journals Journal of Research in Business and Management* (Vol. 4). [www.questjournals.org](http://www.questjournals.org)
- Devila, R., Ma'mun, S., & Ansar. (2017). Marketing Mix: Effects of Service Quality and Consumer Behavior On Loyalty. The Mediating Role of Customer Satisfaction. In *Quest Journals Journal of Research in Business and Management* (Vol. 4). [www.questjournals.org](http://www.questjournals.org)
- Elfi Azhar, M., Andi Prayogi, M., & Sari, M. (2019). Effect of Marketing Mix and Service Quality on Tourist Satisfaction.
- Erlina, E., & Hermawan, D. (2021). Marketing Mix on Customer Loyalty at Coffee Shop in Bandung. *Aptisi Transactions on Management (ATM)*, 5(1), 89–96. <https://doi.org/10.33050/atm.v5i1.1488>
- 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>
- Ferdinand, A. (2014). *Metode Penelitian 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. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Progeam AMOS 24* (7th ed.). Badan Penerbit Universits Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Person Prentice Hall.
- Haron, R., Abdul Subar, N., & Ibrahim, K. (2020). Service Quality of Islamic Banks: Satisfaction, Loyalty and The Mediating Role of Trust. *Islamic Economic Studies*, 28(1), 3–23. <https://doi.org/10.1108/ies-12-2019-0041>
- Kamase, J., Selong, A., Arief, & Subagio. (2021). Effect of Marketing Mix, Service Quality and Customer Value on Customer Satisfaction and Customer Loyalty. *IOSR Journal of Business and Management (IOSR-JBM)*, 23, 53–76. <https://doi.org/10.9790/487X-2301085376>

- Kotler, P., & Keller, K. L. (2012). *Marketing management*. Pearson.
- Lie, D., Sudirman, A., & Butarbutar, M. (2019). Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price and Consumer Trust. Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price and Consumer Trust On Consumer Loyalty. *International Journal Of Scientific & Technology Research*, 8. [www.ijstr.org](http://www.ijstr.org)
- 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>
- Miranda, S., Tavares, P., & Queiró, R. (2018). Perceived Service Quality and Customer Satisfaction: A Fuzzy Set QCA Approach In The Railway Sector. *Journal of Business Research*, 89, 371–377. <https://doi.org/10.1016/j.jbusres.2017.12.040>
- Moreo, A., Woods, R., Sammons, G., & Bergman, C. (2019). Connection Or Competence: Emotional Labor and Service Quality's Impact On Satisfaction and Loyalty. *International Journal of Contemporary Hospitality Management*, 31(1), 330–348. <https://doi.org/10.1108/IJCHM-03-2017-0176>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. In *Source: Journal of Marketing* (Vol. 58, Issue 3).
- Moriuchi, E., & Takahashi, I. (2016). Satisfaction Trust and Loyalty of Repeat Online Consumer Within The Japanese Online Supermarket Trade. *Australasian Marketing Journal*, 24(2), 146–156. <https://doi.org/10.1016/j.ausmj.2016.02.006>
- Mowen, J. C., & Minor, M. (2012). *Consumer Behavior* (11th ed.). Prentice Hall.
- Mustawadjuhaefa, Basrimodding, Muh, Jobhaarbima, & Ilhamlabbase. (2017). Marketing Mix and Service Quality Effect on Customer Satisfaction and Loyalty of Toyota Cars. In *Quest Journals Journal of Research in Business and Management* (Vol. 5, Issue 2). [www.questjournals.org](http://www.questjournals.org)
- Nuryadin, A., Hasan, S., & Author, C. (2021). The Effect of Marketing Mix, Service Quality and Trust on Customer Satisfaction and Loyalty at PT. Great Indonesian Milagros. *International Journal of Research and Review (Ijrrjournal.Com)*, 8(2), 127.

- 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>
- Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate Social Responsibility As A Determinant of Consumer Loyalty: An Examination of Ethical Standard, Satisfaction, and Trust. *Journal of Business Research*, 76, 8–13. <https://doi.org/10.1016/j.jbusres.2017.02.017>
- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku Konsumen* (7th ed.). Indeks.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons.
- 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>
- Verma, Y., & Singh, Dr. M. R. P. (2017). Marketing Mix, Customer Satisfaction and Loyalty : An Empirical Study of Telecom Sector In Bhutan. *Indian Journal of Commerce & Management Studies*, VIII(2, May 2017), 121–129. <https://doi.org/10.18843/ijcms/v8i2/17>
- Zia, A. (2020). Discovering The Linear Relationship of Service Quality, Satisfaction, Attitude and Loyalty For Banks In Albaha, Saudi Arabia. *PSU Research Review*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/prr-07-2020-0023>