

DAFTAR PUSTAKA

- Aagja, J. P., Mammen, T., & Saraswat, A. (2011). Validating service convenience scale and profiling customers: A study in the indian retail context. *Vikalpa*, 36(4), 25–49. <https://doi.org/10.1177/0256090920110403>
- Aaker, D. A., & Biel, A. L. (2009). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Psychology Press.
- Ahmadi, A. (2019). Thai Airways: key influencing factors on customers' word of mouth. *International Journal of Quality and Reliability Management*, 36(1), 40–57. <https://doi.org/10.1108/IJQRM-02-2018-0024>
- Akhmedova, A., Mas-Machuca, M., & Marimon, F. (2020). Value co-creation in the sharing economy: The role of quality of service provided by peer. *Journal of Cleaner Production*, 266, 121736. <https://doi.org/10.1016/j.jclepro.2020.121736>
- Alamgir Hossain, M., Nirufer Yesmin, M., Jahan, N., & Kim, M. (2021). Effects of service justice, quality, social influence and corporate image on service satisfaction and customer loyalty: Moderating effect of bank ownership. *Sustainability (Switzerland)*, 13(13). <https://doi.org/10.3390/su13137404>
- Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing*, 66(3), 1–17. <https://doi.org/10.1509/jmkg.66.3.1.18505>
- Bi, Y., & Kim, I. (2020). Older travelers' e-loyalty: The roles of service convenience and social presence in travel websites. *Sustainability (Switzerland)*, 12(1).

<https://doi.org/10.3390/SU12010410>

Chen, M. C., Hsu, C. L., & Lee, L. H. (2020). Investigating pharmaceutical logistics service quality with refined Kano's model. *Journal of Retailing and Consumer Services*, 57(July). <https://doi.org/10.1016/j.jretconser.2020.102231>

Chung, S., & Park, J. (2017). The influence of brand personality and relative brand identification on brand loyalty in the European mobile phone market. *Canadian Journal of Administrative Sciences*, 34(1), 47–62.
<https://doi.org/10.1002/cjas.1321>

Colwell, S. R., Aung, M., Kanetkar, V., & Holden, A. L. (2008). Toward a measure of service convenience: Multiple-item scale development and empirical test. *Journal of Services Marketing*, 22(2), 160–169.
<https://doi.org/10.1108/08876040810862895>

Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44(March), 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>

Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention: The moderating role of perceived effectiveness of e-commerce institutional mechanisms. *MIS Quarterly: Management Information Systems*, 38(2), 407–427.
<https://doi.org/10.25300/MISQ/2014/38.2.04>

Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk*

Penulisan Skripsi, Tesis, Dan Disertasi Ilmu Manajemen. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Universitas Diponegoro.

Griffin, J. (2015). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga.

Hendrawan, G. M., & Agustini, M. Y. D. H. (2021). The Mediating Effect of e-Satisfaction and Trust on the Influence of Brand Image and e-Loyalty. *Journal of Management and Business Environment (JMBE)*, 3(1), 10.
<https://doi.org/10.24167/jmbe.v3i1.3307>

Irawan, Handi. (2008). *Indonesian customer satisfaction: membedah strategi kepuasan pelanggan merek Pemenang ICSA*. PT Elex Media Komputindo.

Irawan, Hendi. (2008). *10 prinsip kepuasan pelanggan*. Alex Media Komputindo.

Irfansius, K., Carunia, D., & Firdausy, M. (2021). Pengaruh Brand Image , Service Quality , Dan Customer Satisfaction Terhadap Customer Loyalty Sicepat Di Jabodetabek. *III*(4), 1076–1086.

Ismail, A., & Yunan, Y. S. M. (2015). Service Quality As a Predictor of Customer Satisfaction and Customer Loyalty. *LogForum*, 12(4), 269–283.
<https://doi.org/10.17270/J.LOG.2016.4.7>

Kaura, V., Prasad, C. S. D., & 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.
<https://doi.org/10.1108/IJBM-04-2014-0048>

Khoza, K., & Harjati, L. (2012). Analisis Brand Trust Dan Brand Loyalty Konsumen Garuda Indonesia | Majalah Ilmiah Widya. *Majalah Ilmiah Widya*, November 2010.

Kim, D. J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and E-Business Management*, 10(2), 219–240. <https://doi.org/10.1007/s10257-010-0136-2>

Kotler, P., & Keller, K. L. (2015). Marketing Management Global Edition 15th Edition. In *Marketing Management* (15th ed., Vol. 37, Issue 1). Pearson.
<https://doi.org/https://doi.org/10.1080/08911760903022556>

Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., & Zain, R. A. (2016). A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 149–157.
<https://doi.org/10.1016/j.sbspro.2016.05.430>

Le-Hoang, P. V. (2020). The relationship between online convenience, online customer satisfaction, buying intention and electronic word-of-mouth. *Independent Journal of Management & Production*, 11(7), 2943–2966.
<https://doi.org/10.14807/ijmp.v11i7.1251>

Le, D. N., Nguyen, H. T., & Hoang Truong, P. (2020). Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam. *Asian Journal of*

Shipping and Logistics, 36(2), 89–103. <https://doi.org/10.1016/j.ajsl.2019.10.003>

Li, H., & Hong, J. (2013). Factors Influencing Consumers' Online Repurchasing Behavior: A Review and Research Agenda. *IBusiness*, 05(04), 161–166. <https://doi.org/10.4236/ib.2013.54020>

Li, T. (Tina), Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing and Management*, 19(December 2020), 100547. <https://doi.org/10.1016/j.jdmm.2020.100547>

Mamang, E., & Dan, S. (2013). *Perilaku Konsumen: Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. CV. Andi Offset.

Mehmood, S. M., & Najmi, A. (2017). Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. *International Journal of Electronic Customer Relationship Management*, 11(1), 23–43. <https://doi.org/10.1504/IJECRM.2017.086752>

Mishra, A., Dash, S. B., & Cyr, D. (2014). Linking user experience and consumer-based brand equity: The moderating role of consumer expertise and lifestyle. *Journal of Product and Brand Management*, 23(4–5), 333–348. <https://doi.org/10.1108/JPBM-12-2013-0459>

Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry. *Kasetsart Journal of Social Sciences*, 39(2), 358–364. <https://doi.org/10.1016/j.kjss.2018.04.001>

- Nyan, L. M., Rockson, S. B., & Addo, P. K. (2020). The Mediation Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *Journal of Management and Strategy*, 11(3), 13. <https://doi.org/10.5430/jms.v11n3p13>
- Panjaitan, J. E., & Yuliati, A. L. (2016). Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Pelanggan. *PERFORMANCE “ Jurnal Bisnis & Akuntansi,”* 6(2), 32. <https://doi.org/10.24929/feb.v6i2.268>
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50(April), 50–59. <https://doi.org/10.1016/j.jretconser.2019.04.020>
- Purnama, S. (2019). Pengaruh Service Convenience Terhadap Customer Loyalty Melalui Customer Satisfaction Sebagai Variabel Mediasi Pada Atlas Sport Club Surabaya. *Agora*, 7(2), 287102.
- Putra, Y. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Pada Pdam Tirtanadi Cabang Cemara. *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi*
- Reynaldo, R., Suprpto, W., & Jani, Y. (2020). Service Convenience and Service Quality to Customer Satisfaction among the Shipping Expeditions. *SHS Web of Conferences*, 76, 01043. <https://doi.org/10.1051/shsconf/20207601043>
- Sanjaya, L. J., Sawitri, D. R., Psikologi, F., & Diponegoro, U. (2018). Hubungan Antara Kenyamanan Pelayanan Dengan Loyalitas Pelanggan: Studi Pada

Mahasiswa Universitas Diponegoro Pengguna Layanan Go-Jek Di Semarang.
Empati, 6(4), 149–156.

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). John & Wiley Sons. https://doi.org/10.1007/978-94-007-0753-5_102084

Siregar, S. (2010). *Statistika Deskriptif untuk Penelitian: Dilengkapi dengan Perhitungan Manual dan Aplikasi SPSS Versi 2017*. Penerbit Rajagrafindo Persada.

Solimun, Astutik, S., & Darmanto. (2018). *Analisis Multivariat: Teori dan Aplikasinya dengan SAS*. UB Press.

Song, H. J., Wang, J. H., & Han, H. (2019a). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(December 2018), 50–59.
<https://doi.org/10.1016/j.ijhm.2018.12.011>

Song, H. J., Wang, J. H., & Han, H. (2019b). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(June 2018), 50–59.
<https://doi.org/10.1016/j.ijhm.2018.12.011>

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

Sujarweni, V. W. (2015). *Metodologi penelitian bisnis ekonomi*. Pustaka Baru.

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>

Surianto, A. R. (2017). Analisa Pengaruh Service Quality Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Salon Madass. *Jurnal Strategi Pemasaran*, 4(2), 8.

Top, B. (2021). *Top Brand Index Jasa Kurir 2021*. Top Brand Award. https://www.topbrand-award.com/top-brand-index/?tbi_find=pos indonesia

Tresiya, D., Djunaidi, D., & Subagyo, H. (2019). Pengaruh Kualitas Pelayanan Dan Kenyamanan Terhadap Kepuasan Konsumen (Studi Pada Perusahaan Jasa Ojek Online Go-Jek Di Kota Kediri). *JIMEK : Jurnal Ilmiah Mahasiswa Ekonomi*, 1(2), 208. <https://doi.org/10.30737/jimek.v1i2.310>

Tugi, G., Mm, P., Fuadi, D. U., & Banten, D. S. (2020). *Vol . 16 No . 1 Februari 2020 ISSN : 1693-9549 Pengaruh Kualitas Pelayanan Dan Harga Tambahan Layanan Terhadap Kepuasan Konsumen Pengguna Jasa Kapal Penyebrangan Di Pt . Trisakti Lautan Mas Cabang Bakauheni , Lampung 75 | Page ISSN : 1693-9549 76 | Pa. 16(1), 75–83.*

Umar, H. (2005). *Riset Pemasaran dan Perilaku Konsumen*. PT Gramedia.

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710. <https://doi.org/10.1016/j.heliyon.2020.e05710>

Wijaya, T. (2018). Manajemen Kualitas Jasa: Desain Servqual, QFD, dan Kano.

Indeks, 251.

Wulur, L. M., Militina, T., & Achmad, G. N. (2020a). Effect of Service Quality and Brand Trust on Customer Satisfaction and Customer Loyalty Pertamina Hospital Balikpapan. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01), 72–83. <https://doi.org/10.29040/ijebar.v4i01.908>

Wulur, L. M., Militina, T., & Achmad, G. N. (2020b). Effect of Service Quality and Brand Trust on Customer Satisfaction and Customer Loyalty Pertamina Hospital Balikpapan. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01), 72–84. <https://doi.org/10.29040/ijebar.v4i01.908>

Yazidyazid, A. S., Mkheimer, I., & Mahmud, M. S. (2020). The mediating effect of customer satisfaction on the relationship between corporate social responsibility and customer loyalty. *Journal of Advanced Research in Dynamical and Control Systems*, 12(4), 299–309. <https://doi.org/10.5373/JARDCS/V12I4/20201444>

Yunaida, E. (2018). Pengaruh Brand Image (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(2), 798–807. <https://doi.org/10.33059/jmk.v6i2.685>

Zeithaml, Valarie, Bitner, M., & Gremler, D. (2017). Services marketing : integrating customer focus across the firm. In *Business Horizons* (7th ed., Vol. 51, Issue 3). McGraw-Hill Education. <https://doi.org/10.1016/j.bushor.2008.01.008>