

## DAFTAR PUSTAKA

- Aini, I. S. (2009). Pengaruh Customer Value Terhadap Loyalitas Pelanggan Kartu Axis (Studi Kasus Mahasiswa S-1 Keperawatan FK USU). *Skripsi, Fak. Eko Universitas Sumatera Utara, Medan*
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120. <https://doi.org/10.2307/41165845>
- Anderson, J. C., & Narus, J. A. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*, 54(1), 42. <https://doi.org/10.2307/1252172>
- Aspizain, C. (2016). The Effects of Service Quality and Corporate Rebranding. *Russian Journal of Agricultural and Socio-Economic Sciences*, 12(60), 209–217. <https://cyberleninka.ru/article/n/16967683>
- Badwan, J. J., Al Shobaki, M. J., Naser, S. S. A., & Amuna, Y. M. A. (2017). Adopting Technology for Customer Relationship Management in Higher Educational Institutions. *International Journal of Engineering and Information Systems (IJEAIS)*, 1(1), 20–28. [www.ijeais.org](http://www.ijeais.org)
- Balaji, M. S. (2015). Investing in customer loyalty: the moderating role of relational characteristics. *Service Business*, 9(1), 17–40. <https://doi.org/10.1007/s11628-013-0213-y>
- BankDKI. (2017). “Bank DKI Luncurkan JakOne Mobile.” [bankdki.co.id](http://bankdki.co.id).
- Berry, L. L., & Bendapudi, N. (1997). Customers’ Motivations for Maintaining Relationships With Service Providers. *Journal of Retailing*, 73(1), 15–37.
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining customer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1), 191–216. <https://doi.org/10.1108/03090561111095658>
- Brink, A., & Berndt, A. (2004). Customer relationship management and customer service. *Lansdowne: Juta & Co. Ltd*, 37.
- Chandra, C., & Keni, K. (2019). Pengaruh Brand Awareness, Brand Association, Perceived Quality, Dan Brand Loyalty Terhadap Customer Purchase Decision. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 176. <https://doi.org/10.24912/jmie.v3i1.3506>
- Chinonso, U. J., & Ejem, E. A. (2020). Assessment of airport service quality in Nigeria. *European Journal of Logistics, Purchasing and Supply Chain Management*, 8(4), 1–18.
- Coelho, P. S., & Henseler, J. (2012). Creating customer loyalty through service customization. *European Journal of Marketing*, 46(3–4), 331–356. <https://doi.org/10.1108/03090561211202503>

- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on customer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Customer, P., Customer, D. A. N., Customer, T., Melalui, L., & Satisfaction, C. (2015). Pengaruh Customer Experience Dan Customer Value Terhadap Customer Loyalty Melalui Customer Satisfaction. *Management Analysis Journal*, 4(4), 281–288. <https://doi.org/10.15294/maj.v4i4.8880>
- Demirci Orel, F., & Kara, A. (2014). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Customer Services*, 21(2), 118–129. <https://doi.org/10.1016/j.jretconser.2013.07.002>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Customer Services*, 50(xxxx), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fauzia, F., & Sujono, F. K. (2020). Strategi Branding Jakone Mobile Melalui Sinergi BUMD Taman Jajan Jakone Mobile Thamrin 10. *Jurnal Komunikasi*, 12(2), 176. <https://doi.org/10.24912/jk.v12i2.6726>
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and customer trust on website loyalty. *Information and Management*, 43(1), 1–14. <https://doi.org/10.1016/j.im.2005.01.002>
- Fonseca, J. R. S. (2014). E-banking culture: A comparison of EU 27 countries and Portuguese case in the EU 27 retail banking context. *Journal of Retailing and Customer Services*, 21(5), 708–716. <https://doi.org/10.1016/j.jretconser.2014.05.006>
- Ghozali, I. (2012). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 20*. Semarang: Badan Penerbit – Universitas Diponegoro.
- Ghozali, I. (2021). *Structural Equation Modeling Dengan Metode Alternatif Partial Least Squares (PLS)*.
- Gitleman, L. (2014). Employer Branding Persepsian Terhadap Kepercayaan Pemimpin Dan Dampaknya Pada Intensi Keluar (Studi Pada Karyawan Bank Di Indonesia). *Paper Knowledge . Toward a Media History of Documents*, 25–33.
- Hair et. al, 2010 in journal Imami, A. 2017. Pengaruh Stress Kerja dan Iklim Organisasi Terhadap Turnover Intention Karyawan Bank Umum Syariah di Indonesia Dengan Kepuasan Kerja Sebagai Variabel Intervening

- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: An empirical study. *International Journal of Service Industry Management*, 7(4), 27–42. <https://doi.org/10.1108/09564239610129931>
- Harris, R., & Short, T. (2014). Workforce development: Perspectives and issues. *Workforce Development: Perspectives and Issues*, 1–387. <https://doi.org/10.1007/978-981-4560-58-0>
- Hartline, M. D., & Bejou, D. (2012). Internal relationship management: Linking human resources to marketing performance. *Internal Relationship Management: Linking Human Resources to Marketing Performance, June 2014*, 1–110. <https://doi.org/10.1300/J366v03n02>
- Hassan, R. S., Nawaz, A., Lashari, M. N., & Zafar, F. (2015). Effect of Customer Relationship Management on Customer Satisfaction. *Procedia Economics and Finance*, 23(October 2014), 563–567. [https://doi.org/10.1016/s2212-5671\(15\)00513-4](https://doi.org/10.1016/s2212-5671(15)00513-4)
- Hur, W. M., Kim, H. K., & Kim, H. (2013). Investigation of the relationship between service values and loyalty behaviors under high commitment. *Service Business*, 7(1), 103-119.
- Jung, J. H., Yoo, J. J., & Arnold, T. J. (2021). The influence of a retail store manager in developing frontline employee brand relationship, service performance and customer loyalty. *Journal of Business Research*, 122(July 2020), 362–372. <https://doi.org/10.1016/j.jbusres.2020.09.010>
- Keni, K., & Sandra, K. K. (2021). Prediksi Customer Experience Dan Service Quality Terhadap Customer Loyalty: Customer Satisfaction Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 191. <https://doi.org/10.24912/jmie.v5i1.11196>
- Kirk, J., Miller, M. L., & Miller, M. L. (1986). *Reliability and validity in qualitative research* (Vol.1). Sage.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*, Jakarta: Erlangga. *Laksana. Terjemahan Fajar.*
- Krystallis, A., & Chrysochou, P. (2014). The effects of service brand dimensions on brand loyalty. *Journal of Retailing and Customer Services*, 21(2), 139–147. <https://doi.org/10.1016/j.jretconser.2013.07.009>
- Leroi-Werelds, S., Streukens, S., Brady, M. K., & Swinnen, G. (2014). Assessing the value of commonly used methods for measuring customer value: A multi-setting empirical study. *Journal of the Academy of Marketing Science*, 42(4), 430–451. <https://doi.org/10.1007/s11747-013-0363-4>
- Lupiyoadi, R., & Hamdani, A. (2006). *Manajemen pemasaran jasa*.
- 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>

- Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing Intelligence and Planning*, 25(1), 98–106. <https://doi.org/10.1108/02634500710722425>
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Customer Services*, 30, 262–270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- Octabriyantiningtyas, D., & Suryani, E. (2019). The Effect of Service Quality on T-Cash Customer Satisfaction using System Dynamics Framework. *Journal of Information Systems Engineering and Business Intelligence*, 5(1), 76. <https://doi.org/10.20473/jisebi.5.1.76-84>
- Oscar, Y., & Keni, K. (2019). Pengaruh Brand Image, Persepsi Harga, Dan Service Quality Terhadap Keputusan Pembelian Konsumen. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 20. <https://doi.org/10.24912/jmieb.v3i1.3300>
- Parhi, A. K., & Misra, P. (2017). *Factors Affecting Customer Loyalty in NCR*. 265–275. <https://doi.org/10.4018/978-1-5225-4831-7.ch020>
- Performance, A., Kumar, P., & Tsiros, M. (2014). *Performance, Behavioral Time: Intentions over Consumption-System Approach*. 63(2), 88–101.
- Rahmadani, Fitri (2019). Pengaruh *Mobile Banking Service* Dan *Digital Marketing* Terhadap *Customer Loyalty* Melalui *Brand Trust* Pada PT Bank Negara Indonesia Cabang Cibinong. *Jurnal Ekobisman*, 5 (1), 40-46.
- Rosilawati, Y., Ilmu, J., Fisip, K., Muhammadiyah, U., Ring, Y. J., & Yogyakarta, R. S. (2008). Employee Branding sebagai Strategi Komunikasi Organisasi untuk Mengkomunikasikan Citra Merek (Brand Image). *Jurnal Ilmu Komunikasi*, 6(3), 153–161.
- Salucci, P., Lapi, A., Tonini, C., Gentile, G., Yegorova, I., & Klein, U. (2007). The universal rotation curve of spiral galaxies - II. the dark matter distribution out to the virial radius. *Monthly Notices of the Royal Astronomical Society*, 378(1), 41–47. <https://doi.org/10.1111/j.1365-2966.2007.11696.x>
- Semuel, H. (2012). *Customer Relationship Marketing Pengaruhnya Terhadap*. 7(1), 33–41. <https://doi.org/10.9744/pemasaran.7.5.33-41>
- Sekaran, Uma. (2014). *Research Methods For Business*. Jakarta: Salemba Empat
- Sharma, A., Gupta, J., Gera, L., Sati, M., & Sharma, S. (2021). Relationship Between Customer Satisfaction and Loyalty. *SSRN Electronic Journal*, May. <https://doi.org/10.2139/ssrn.3913161>
- Sirohi, N., McLaughlin, E. W., & Wittink, D. R. (1998). A model of customer perceptions and store loyalty intentions for a supermarket retailer. *Journal of Retailing*, 74(2), 223–245. [https://doi.org/10.1016/S0022-4359\(99\)80094-3](https://doi.org/10.1016/S0022-4359(99)80094-3)

- Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. Literasi Media Publishing.
- Slater, S. F., & Narver, J. C. (1994). Market orientation, customer value, and superior performance. *Business Horizons*, 37(2), 22–28. [https://doi.org/10.1016/0007-6813\(94\)90029-9](https://doi.org/10.1016/0007-6813(94)90029-9)
- Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high- and low-end fashion retailers. *Journal of Business Research*, 69(12), 5801–5808. <https://doi.org/10.1016/j.jbusres.2016.04.177>
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D.
- Sullivan, J. (2004). Eight elements of a successful employment brand. *ER Daily*, 23(2), 501–517.
- Sumadi, & Soliha, E. (2015). the Effect of Bank Image and Trust on Loyalty. *Jurnal Dinamika Manajemen*, 6(2), 121–132. <http://jdm.unnes.ac.id>
- Tao, F. (2014). Customer Relationship Management based on Increasing Customer Satisfaction. *International Journal of Business and Social Science*, 5(5), 256–264. [https://ijbssnet.com/journals/Vol\\_5\\_No\\_5\\_April\\_2014/32.pdf](https://ijbssnet.com/journals/Vol_5_No_5_April_2014/32.pdf)
- Thakur, R. (2016). Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping. *Journal of Retailing and Customer Services*, 32, 151–163. <https://doi.org/10.1016/j.jretconser.2016.06.004>
- Tjiptono, F. (2000). Perspektif manajemen dan pemasaran kontemporer. *Yogyakarta: Andi*, 294.
- Vargo, S. L., & Lusch, R. F. (2004a). Evolving To A New Dominant Logic Of Marketing. *Journal of Marketing*, 68(January), 1–17.
- Vargo, S. L., & Lusch, R. F. (2004b). This content downloaded from 139.184.30.136 on Fri. *Source: Journal of Marketing*, 68(1), 1–17.
- Wang, Y., po lo, H., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: A customer-based perspective from China. *Managing Service Quality: An International Journal*, 14(2), 169–182. <https://doi.org/10.1108/09604520410528590>
- Wantara, P., & Tambrin, M. (2019). ITHJ International Tourism and Hospitality Journal The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 1–9. <https://rpajournals.com/ithj>:<https://rpajournals.com/ithj>
- Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 43(6), 790–825. <https://doi.org/10.1007/s11747-015-0439-4>

- Williams, B. B., & Monahan, L. W. (2018). Ethical and legal foundations. *School Psychology: Professional Issues and Practices*, 77–93. <https://doi.org/10.1891/9780826194749.0005>
- Yeo, G. T., Thai, V. V., & Roh, S. Y. (2015). An Analysis of Port Service Quality and Customer Satisfaction: The Case of Korean Container Ports. *Asian Journal of Shipping and Logistics*, 31(4), 437–447. <https://doi.org/10.1016/j.ajsl.2016.01.002>
- Zakaria, I., Rahman, B. A., Othman, A. K., Yunus, N. A. M., Dzulkipli, M. R., & Osman, M. A. F. (2014). The Relationship between Loyalty Program, Customer Satisfaction and Customer Loyalty in Retail Industry: A Case Study. *Procedia - Social and Behavioral Sciences*, 129, 23–30. <https://doi.org/10.1016/j.sbspro.2014.03.643>

