

DAFTAR PUSTAKA

- Ahmed, S., Singh, S., & Samala, N. (2023). What do online reviews communicate? An evidence from emerging economy. *International Journal of Emerging Markets*, 19(10), 3483–3512.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123–138.
- Arikunto, S. (2019). *Prosedur penelitian: Suatu pendekatan praktik* (Edisi Revisi). Rineka Cipta.
- Astuti, N. T., & Selamat, F. (2025). Pengaruh kualitas layanan, kepercayaan merek, dan pengalaman merek terhadap loyalitas pelanggan pada bank pemerintah. *Jurnal Manajerial dan Kewirausahaan*, 7(3), 1–10. <https://doi.org/10.24912/jmk.v7i3.34644>
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7–27.
- Chang, H. H., & Wong, K. H. (2018). Consumer psychological reactance to coalition loyalty program: Price-consciousness as a moderator. *Service Business*, 12(2), 379–402.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
- Cunningham, R. M. (1956). Brand loyalty—What, where, how much? *Harvard Business Review*, 34(Jan–Feb), 116–128.
- Day, G. S. (1969). A two-dimensional concept of brand loyalty. *Journal of Advertising Research*, 9(3), 29–35.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.

- Gabor, A., & Granger, C. W. J. (1961). On the price consciousness of consumers. *Applied Statistics*, 10(3), 170–188.
- Ghozali, I., & Latan, H. (2020). *Partial least squares: Konsep, teknik dan aplikasi menggunakan program SmartPLS 4.0 untuk penelitian empiris*. Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2005). *Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan* (D. K. Yahya, Terj.). Erlangga.
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44.
- Hadi, S. (2001). *Metodologi research* (Jilid 2). Andi Offset.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson Education.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage.
- Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: The experiences of individual employees. *Managing Service Quality*, 14(1), 40–57.
- Hariyanto, M. D., Yuliana, P., Kamali, S. R., & Sanjaya, V. F. (2024). Pengaruh harga terhadap loyalitas pelanggan (studi kasus pada konsumen Toko Darussalam Computer Center). *GLOBAL: Jurnal Lentera BITEP*, 2(1), 1–6. <https://doi.org/10.59422/global.v2i01.199>
- Jennifer, & Laulita, N. B. (2023). Pengaruh kualitas produk, harga dan pelayanan terhadap loyalitas pelanggan mie instan dengan mediasi kepuasan pelanggan. *Jurnal Administrasi dan Manajemen*, 13(2), 184–199.
- Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12(2), 267–286.
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30(2), 234–245.

- Nagle, T. T., Müller, G., & Gruyaert, E. (2023). *The strategy and tactics of pricing: A guide to growing more profitably* (7th ed.). Routledge.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pertiwi, A. B., Ali, H., & Sumantyo, F. D. S. (2022). Pengaruh persepsi harga dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan pada e-commerce Shopee. *Jurnal Ilmu Multidisiplin*, 1(2), 537–553.
- Pertiwi, S. M. (2024). Pengaruh service quality terhadap customer satisfaction pada restaurant: Studi kasus Restoran Latar Ijen Malang. *Jurnal Ilmiah Mahasiswa FEB*, 9(2).
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Prabowo, A., & Mardhiyah, D. (2023). Pengaruh service quality, perceived value, trust, customer satisfaction terhadap loyalty di Patuna Tour & Travel. *ECOBISMA: Jurnal Ekonomi, Bisnis dan Manajemen*, 10(2), 129–145.
- Rubio, N., Oubiña, J., & Gómez-Suárez, M. (2015). Understanding brand loyalty of the store brand's customer base. *Journal of Product & Brand Management*, 24(7), 679–692.
- Sinha, I., & Batra, R. (1999). The effect of consumer price consciousness on private label purchase. *International Journal of Research in Marketing*, 16(3), 237–251.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Swastha Dharmmesta, B., & Handoko, T. H. (2000). *Manajemen pemasaran: Analisis perilaku konsumen*. BPFE-Yogyakarta.
- Szymanski, D. M., & Hise, R. T. (2000). e-Satisfaction: An initial examination. *Journal of Retailing*, 76(3), 309–322.
- Tjiptono, F. (2014). *Pemasaran jasa: Prinsip, penerapan, dan penelitian*. Andi Offset.
- Tjiptono, F., & Chandra, G. (2016). *Service, quality, & satisfaction*. Andi.
- Tolbert, S. L., Kohli, C., & Suri, R. (2014). Who pays the price for loyalty? The role of self-consciousness. *Journal of Product & Brand Management*, 23(4/5), 362–371.

- Tucker, W. T. (1964). The development of brand loyalty. *Journal of Marketing Research*, 1(3), 32–35.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31–41.
- Wahidah, W., & Rayuwanto. (2023). Pengaruh harga dan kualitas pelayanan terhadap kepuasan pelanggan. *Journal of Trends Economics and Accounting Research*, 4(1), 65–72.
- Weli, A. N., & Turay, T. (2025). Pengaruh harga dan kualitas pelayanan terhadap kepuasan konsumen pada Toko Oleh-Oleh Christine Hakim Kota Padang. *Journal of Business Economics and Management*, 2(1), 1736–1746.
- Wicaksono, A. B., & Widodo, S. (2024). Pengaruh kualitas pelayanan, harga dan kepuasan terhadap loyalitas konsumen. *Jurnal Ilmiah Manajemen Surya Pasca Scientia*, 13(1), 1–14.
- Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy* (9th ed.). World Scientific.
- Yuan, J., Hou, H., & Bai, B. (2025). What kind of customers, commodity and context matching produces high consumer loyalty? – fsQCA research based on social cognitive theory. *Asia Pacific Journal of Marketing and Logistics*, 38(7), 2071–2090.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill.
- Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Mende, M. (2023). *Services marketing: Integrating customer focus across the firm* (8th ed.). McGraw Hill.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375.