

### DAFTAR PUSTAKA

- Aydin, Serkan, and Ozer, Gokhan. 2005. The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7/8):910-925
- Aydin, Serkan, and Ozer, Gokhan. 2005. "National customer satisfaction indices: an implementation in the Turkish mobile telephone Market". *Marketing Intelligence & Planning*, 23(5):486-504
- Aydin, Serkan, and Ozer, Gokhan. 2005. "Customer loyalty and the effect of switching costs as a moderator variable: a case in the turkish mobile phone market". *Marketing Intelligence & Planning*, 23(1):89-111
- Lau, G. T. and Lee, S. H. 1999. "Consumers' Trust in a Brand and the Link to Brand Loyalty," *Journal of Market Focused Management*, 4:341-370. 03
- Chaudhuri, Arjun and Morris B. Holbrokk. 2001. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*. Volume 65. Number 2. pp.81-93.
- Dewi, C. R., & Darma, G. S. (2014). WEBSITE USABILITY, SATISFACTION, LOYALTY, SECURITY PERCEPTION, TRUST AND WORD OF MOUTH IN E-COMMERCE BUSINESS. *Jurnal Manajemen Bisnis*, 11(2), 1-30.
- Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsmen: Implikasi Pada Strategi Pemasaran*. Edisi pertama. Yogyakarta: Graha Ilmu.
- Fishbein, M. & I. Ajzen (2005). *Belief, Attitude, Intention and Behavior*. Reading, Mass.: Addison-Wesley
- Fournier, S. (1998) . Consumer and Their brand ; Developing Relationship Theory in Consumer Research. *The Journal of Consumer Research*. 24 (4) 343 373.
- Garbarino, Ellen & Mark S. Johnson. (2002), The Different Roles of Satisfaction, Trust and Commitment in Customer Relationships. *Journal of Marketing* Vol. 63 (April). p. 83-97.
- Gregg, D.G. and Walczak, S. (2010). "The Relationship between Website Quality, Trust, and Price Premiums at Online Auctions". *Journal of Electronic Commerce Research*.
- Griffin, Jill. (2005). *Customer Loyalty: Revision Ed*. Jakarta: Erlangga
- Reichheld, F.F., and P. Scheffer. .E-Loyalty: Your Secret Weapon on the Web., *Harvard Business Review* (78:4), 2001, pp. 105-113.

- Hasan, Ali. 2014. *Marketing dan Kasus-kasus Pilihan*, Cetakan Kedua. Yogyakarta. CAPS(Center for Academic Publishing Service).
- Hurriyati, Ratih. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta
- Hygid Starini (2013) . *Bauran Pemasaran dan Loyalitas Konsumen*. Edisi 1. Bandung: Alfabeta
- Johnson, M. D. et al. (2001), "The evolution and future of national customer satisfaction index models", *Journal of Economic Psychology*, 22: 217-45
- Kotler, P., Keller, K. L. (2009). *Marketing Management* (13th ed.). New Jersey: Pearson Educational, Inc. Kotler, Philip dan Keller K. L. (2009). *Manajemen Pemasaran*. Edisi Tiga Belas. Jilid Pertama. Jakarta: Penerbit Erlangga.
- Kotler, P. (2001). *Manajemen pemasaran jilid 1* (11th edition). Jakarta: Penerbit Indeks.
- Kotler, P., & Keller, L. K. (2006). *Manajemen pemasaran edisi 12*. Jakarta: Indeks.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th Edisi). Pearson Education International.
- Lau, Geok Then and Sook Han Lee. 2008. Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market - Focused Management*. 4 ; 4; ABI/INFORM Research.
- Lim, K.H. et al. (2001). "How Do I Trust You Online, and If So, Will I Buy?: An Empirical Study on Designing Web Contest to Develop Online Trust". *Journal of Management Information System*.
- Lovelock, Christopher H. dan Lauren K. Wright. 2007. *Manajemen Pemasaran Jasa*. Cetakan II. Indeks. Jakarta. Pitaloka, B. (2012, Januari 9). Digital Library Telkom Institute of Technology. Dipetik Agustus 31, 2012
- Lupiyoadi, Rambat. Dan Hamdani A. 2006. *Manajemen Pemasaran Jasa*. Penerbit Salemba Empat. Jakarta
- McKnight, D.H. et al. (2002). "Developing and Validating Trust Measure for E-Commerce: An Integrative Typology. *Journal of Information System Research*.
- Morgan, R.M. and Hunt, S.D. (1994), "The commitment-trust theory of relationship marketing", *Journal of Marketing*, Vol. 58 No. 3, pp. 20-38.

- Mohammad Al-Hersh, D.-A., Suleiman Aburoub, ti, & Saaty, A. S. (2014). The Impact of Customer Relationship Marketing on Customer Satisfaction of the Arab Bank Services. *International Journal of Academic Research in Business and Social Sciences*, 4(5), 2222–6990
- Morgan, R.M, dan Hunt, S.D. 2007. The Commitment-Trust Theory of Relationship Marketing dalam *Journal of Marketing*, Vol.58,Juli,hlm20-38
- Nguyen, N. dan LeBlanc, G. (2001). Image and Reputation of higher education institution in student's retention decisions.The international journal of educational management, Vol 15, pp. 303-311.
- Rust, R., Zahorik, A.Kaininghum, T (2010). "Return on Quality (ROQ): making Service Quality Financially Accountable". *Journal of Marketing*. 59(2). 58-70
- Stefano, N. M., Casarotto Filho, N., Barichello, R., & Sohn, A. P. (2015). A fuzzy SERVQUAL based method for evaluated of service quality in the hotel industry. *Procedia CIRP*, 30 (December), 433–438.  
<https://doi.org/10.1016/j.procir.2015.02.140>
- Sharma, N. 2003. The role pure and quasimoderators in services: an empericial investigation of ongoing customerservices-provider relationship. *Jounal of retailing and Consumer Services*. 10 (4). 253-62. cited in Aydin et al. (2005)
- Siagian, Hotlan dan Cahyono, Edwin. (2014). "Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop". *Jurnal Manajemen Pemasaran*.
- Tjiptono, Fandy. 1999. *Manajemen Jasa*. Yogyakarta :Andy offset Parasuraman A, VA Zeithaml, & LL Berry. (2008). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49; 41-50.
- Vazquez, R., Bosque, I.A.R. Del, Diaz, A.M., & Ruiz, A. V. (2000). Service quality in supermarket retailing: Identifying critical service experiences. *Journal of Retailing and Consumer Services*, 8(1), 1–14. [https://doi.org/10.1016/S0969-6989\(99\)00018-1](https://doi.org/10.1016/S0969-6989(99)00018-1)
- Wisnalmawati. 2005. Pengaruh Persepsi Dimensi Kualitas Latyanan Terhadap Niat Pembelian Ulang. *Jurnal Ekonomi dan Bisnis*,No. 3 Jilid 10, 2005, 153-165.

Zeithaml, V.A., A. Parasuraman, dan L.L.B. (1990). *Delivering Quality Services*, Free Press, New York. Zeithaml, Valarie A., M.J.B. & D.D.G. (2009). *Service Marketing: Integrating Customer Focus Across The Firm* 5th ed. New York: McGrawHill.

Zeithaml, V. Parasuraman, A. and L. Berry L. 2007. "Problems and Strategies in Services Marketing". *Jurnal of Marketing* Vol. 49.(Spring). Feick. Lee, Lee. 2001. *Strategi Manajemen Pemasaran*. Bandung: Alfabeta.

<https://www.validnews.id/>

<https://ekonomi.kompas.com/read/2018/08/20/140853326/industri-kecantikan-di-indonesia-tumbuh-pesat-hingga-16-persen>

<https://ekonomi.bisnis.com/read/20190225/12/892884/bisnis-salon-masih-menggiurkan-ini-market-utamanya>

<https://money.kompas.com/read/2019/08/28/180900526/bagaimana-tren-yang-patut-dilirik-industri-kecantikan-di-era-beauty-4.0-?page=all>

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fdilokasi.com>

<https://www.instagram.com/explore/locations/394172200/indonesia/surabaya-indonesia/shinjuku-hair-make-klampis/?hl=id>

<https://www.harpersbazaar.co.id/articles/read/3/2018/5090/10-Salon-Terbaik-di-Luar-Jakarta>

