

DAFTAR PUSTAKA

- Askariazad, M. H., & Babakhani, N. (2015). An application of European Customer Satisfaction Index (ECSI) in business to business (B2B) context. *Journal of Business & Industrial Marketing*, 17-31.
- Babin, J. B., & Harris, E. J. (2018). *Consumer Behavior*. Boston: Cengage Learning.
- Bahri, S., & Zamzam, F. (2015). *Model Penelitian Kuantitatif Berbasis SEM-Amos*. Yogyakarta: Deepublish.
- Bank Indonesia. (2018). *Survei Penjualan Eceran*. Retrieved Oktober 31, 2018, from <https://www.bi.go.id/id/publikasi/survei/penjualan-eceran/Documents/spe.zip>
- Biggemann, S., & Buttle, F. (2012). Intrinsic value of business-to-business relationships: an empirical taxonomy. *Journal of Business Research*, 1132-1138.
- Blocker, C. P., Flint, D. J., Myers, M. B., & Slater, S. F. (2011). Proactive customer orientation and its role for creating customer value in global markets. *Journal of the Academy of Marketing Science*, 216-233.
- Blut, M., Evanschitzky, H., Backhaus, C., Rudd, J., & Marck, M. (2015). Securing business-to-business relationships: The impact of switching costs. *Industrial Marketing Management*.
- Blut, M., Frennea, C. M., Mittal, V., & Mothersbaugh, D. I. (2015). How procedural, financial, and relational switching costs affect customer satisfaction, repurchase intentions and repurchase behavior: A meta-analysis. *International Journal of Research in Marketing*.
- Brunner, T. A., Stocklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European Journal of Marketing*, 1095-1105.
- Bungin, B. (2017). *Metodologi Penelitian Kuantitatif*. Jakarta: Kencana.
- CEIC. (2018). *Indonesia Pertumbuhan Penjualan Ritel*. Retrieved October 31, 2018, from <https://www.ceicdata.com/id/indicator/indonesia/retail-sales-growth>
- Chang, H. H., & Wang, H.-W. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Journal of Business Administration*, 333-359.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: SAGE Publications, Inc.

- Dong, s., Ding, M., Grewal, R., & Zhao, P. (2011). Functional forms of satisfaction-loyalty relationship. *International Journal of Research in Marketing*, 38-50.
- Dunne, P. M., & Lusch, R. F. (2008). *Retailing*. China: Thomson Learning, Inc.
- Fitrah, M., & Luthfiyah. (2017). *Metodologi penelitian: penelitian kualitatif, tindakan kelas & studi kasus*. Sukabumi: CV Jejak.
- Fleming, J. H., & Asplund, J. (2007). *Human sigma: Managing the employee-customer encounter*. New York: Gallup Press.
- Grönroos, C., & Gummerus, J. (2014). The service revolution and its marketing implications: service logic vs service-dominant logic. *Managing Service Quality*, 206-229.
- Gulö, W. (2002). *Metodologi Penelitian*. Jakarta: Gramedia Widiasarana Indonesia.
- Guo, C., & Wang, Y. (2015). How manufacturer market orientation influences B2B customer satisfaction and retention: empirical investigation of the three market orientation components. *Journal of Business & Industrial Marketing*, 30(2), 182-193.
- Gupta, K. P. (2009). *Cost Management: Measuring, Monitoring, and Motivating Performance*. New Delhi: Global India Publications.
- Hadjikhani, A., & LaPlaca, P. (2013). Development of B2B Marketing Theory. *Industrial Marketing Management*, 294-305.
- Hair, J. F., Celsi, M., Money, A., Samouel, P., & Page, M. (2016). *Essentials of Business Research Methods*. New York: Routledge.
- Haumann, T., Quaiser, B., Wieseke, J., & Rese, M. (2014). Footprints in the sands of time: a comparative analysis of the effectiveness of customer satisfaction and customer-company identification over time. *Journal of Marketing*, 78-102.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 1762-1800.
- Hermawan, A., & Yusran, H. L. (2017). *Penelitian Bisnis Pendekatan Kuantitatif*. Depok: Kencana.
- Hill, N., Brierley, J., & MacDougall, R. (2017). *How to Measure Customer Satisfaction*. New York: Routledge.
- Hutt, M. D., & Speh, T. W. (2017). *Business Marketing Management: B2B*. Mason: South-Western Cengage Learning.
- Ibzan, E., Balarabe, F., & Jakada, B. (2016). Customer satisfaction and repurchase intentions. *Developing Country Studies*, 96-100.
- Ismail, F. (2018). *Statistika Untuk Penelitian Pendidikan dan Ilmu-Ilmu Sosial*. Jakarta: Prenadamedia Group.

- Istijanto. (2010). *Riset Sumber Daya Manusia*. Jakarta: Gramedia Pustaka Utama.
- Janita, M. S., & Miranda, F. J. (2013). The antecedents of client loyalty in business-to-business electronic marketplaces. *Industrial Marketing Management*, 814-823.
- Jeng, S.-P. (2017). Increasing customer purchase intention through product return policies: The pivotal impacts of retailer brand familiarity and product categories. *Journal of Retailing and Consumer Services*, 182-189.
- Keränen, J., & Jalkala, A. (2014). Three strategies for customer value assessment in business markets. *Management Decision*, 79-100.
- Ketchen, D. J., & Bergh, D. D. (2006). *Research Methodology in Strategy and Management*. Denver: Emerald Group Publishing.
- Kim, M.-K., Park, M.-C., Park, J.-H., Kim, J., & Kim, E. (2018). The role of multidimensional switching barriers on the cognitive and affective satisfaction-loyalty link in mobile communication services: Coupling in moderating effects. *Computers in Human Behavior*, 212-223.
- Kumar, V., & Shah, D. (2015). *Handbook of Research on Customer Equity in Marketing*. Massachusetts: Edward Elgar Publishing, Inc.
- Kuo, N.-T., Lai, C.-H., Chang, K.-C., & Cheng, Y.-S. (2011). The impact of service quality, customer satisfaction and customer loyalty in the travel agency sector: Moderating effect of perceived value. *International Conference on Management and Service Science*, 803-822.
- Lacoste, S., & Blois, K. (2015). Suppliers' power relationships with industrial key customers. *Journal of Business & Industrial Marketing*, 30(5), 562-571.
- Lai, C. S., Chan, D. Y., Yang, C. F., & Hsu, W. C. (2015). The value creation scale of supplier-distributor relationship in international markets. *Journal of Business & Industrial Marketing*, 171-181.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context. *Journal of Academy of Marketing Science*, 293-311.
- Laseter, T. M., & Rabinovich, E. (2012). *Internet Retail Operations*. Florida: CRC Press.
- 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 Academy Marketing Science*, 430-451.
- Lestari, B., Alhabsji, T., Astuti, E. S., & Idrus, S. (2013). *Praktek Manajemen Pengetahuan dan Kinerja Inovasi*. Malang: UB Press.

- Lilien, G. L., & Grewal, R. (2012). *Handbook of business-to business marketing*. Massachusetts: Edward Elgar Publishing, Inc.
- Lussier, R. N. (2008). *Management Fundamentals*. Ohio: Cengage Learning.
- Matzler, K., Strobl, A., Thurner, N., & Füller, J. (2015). Switching experience, customer satisfaction, and switching costs in the ICT industry. *Journal of Service Management*, 117-136.
- Min, V., & Ko, H. J. (2008). "The dynamic design of a reverse logistics network from the perspective of third-party logistics service providers. *International Journal of Production*, 176-92.
- Molina-Castillo, F.-J., Rodriguez-Escudero, A.-I., & Munuera-Aleman, J.-L. (2012). Do switching costs really provide a first-mover advantage? *Marketing Intelligence & Planning*, 165-187.
- Mollenkopf, D. A., Frankel, R., & Russo, I. (2011). Creating value through returns management: exploring the marketing-operations interface. *Journal of Operations Management*, 391-403.
- Mollenkopf, D. A., Rabinovich, E., Laseter, T. M., & Boyer, K. K. (2007). Managing Internet Product Returns: A Focus on Effective Service Operations. *Decision Sciences*, 215-250.
- Moore, G. T., & Marans, T. R. (1997). *Advances in Environment, Behavior, and Design*. New York: Plenum Press.
- Morissan. (2012). *Metode Penelitian Survei*. Jakarta: PT Fajar Interpratama Mandiri.
- National Retail Federation. (2017, Desember). *Consumer returns in the retail industry report*. Retrieved from Appriss: https://appriss.com/retail/wp-content/uploads/sites/4/2017/12/2017_Consumer>Returns-in-the-Retail-Industry-Report.pdf
- Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 20-23.
- Neelankavil, J. P. (2015). *International Business Research*. New York: Routledge Taylor & Francis Group.
- Nuralam, I. P. (2017). *Etika Pemasar dan Kepuasan Konsumen dalam Pemasaran Perbankan Syariah*. Malang: UB Press.
- Palmatier, R. W., Kumar, V., & Harmeling, C. M. (2018). *Customer Engagement Marketing*. Switzerland: Springer.
- Pardede, R., & Zahro, S. (2017). Saving not spending: Indonesia's domestic demand problem. *Bulletin of Indonesian Economic Studies*, 53(3), 233-259.

- Petersen, J. A., & Kumar, V. (2015). Perceived risk, product returns, and optimal resource allocation: evidence from a field experiment. *Journal of Marketing Research*, 268-285.
- Pick, D., & Eisend, M. (2014). Buyers' perceived switching costs and switching: a meta-analytic assessment of their antecedents. *Journal of the Academy of Marketing Science*, 186-204.
- Prastyaningsih, A. S., Suyadi, I., & Yulianto, E. (2014). Pengaruh customer experience terhadap repurchase intention (niat membeli ulang). *Jurnal Administrasi Bisnis*, 1-8.
- Ramanathan, R. (2011). An empirical analysis on the influence of risk on relationships between handling of product returns and customer loyalty in e-commerce. *International Journal of Production Economics*, 255-261.
- Ramaseshan, B., Rabbanee, F. K., & Tan Hsin Hui, I. (2013). "Effects of customer equity drivers on customer loyalty in B2B context. *Journal of Business & Industrial Marketing*, 28(4), 335-346.
- Ramaswami, S. N., & Arunachalam, S. (2016). Divided attitudinal loyalty and customer value: role of dealers in an indirect channel. *Journal of the Academy of Marketing Science*, 44(6), 1-21.
- Rudianto. (2017). *Restorasi Ekosistem Pesisir*. Malang: UB Press.
- Russo, I., & Confente, I. (2017). *Customer loyalty and supply chain management*. Oxon: Routledge.
- Russo, I., Confente, I., Gligor, D. M., & Cobelli, N. (2017). The combined effect of product returns experience and switching costs on B2B customer repurchase intent. *Journal of Business & Industrial Marketing*, 32(5), 664-676.
- Russo, I., Confente, I., Gligor, D., & Autry, C. W. (2016). To be or not to be (loyal): is there a recipe for customer loyalty in the B2B context? *Journal of Business Research*, 888-896.
- Santoso, & Aprianingsih. (2017). The Influence of Perceived Service and E-Service Quality To Repurchase Intention the Mediating Role of Customer Satisfaction, Case Study: Go-Ride in Java. *Journal of Business Management*.
- Sarmanu. (2017). *Dasar Metodologi Penelitian Kuantitatif, Kualitatif & Statistika*. Surabaya: Airlangga University Press.
- Schmee, J., & Oppenlander, J. E. (2010). *JMP Means Business*. North Carolina: SAS Institute Inc.
- Schweisfurth, T. (2012). *Embedded Lead Users inside the Firm*. Hamburg: Springer Gabler.

- Simanjuntak, J. (2018). *Ekonomi Makro Kepulauan Riau*. Riau: CV Batam Publisher.
- Smit, P. J. (2007). *Management Principles: A Contemporary Edition for Africa*. Cape Town: Juta & Co.
- Soman, D., & Marandi, S. N. (2010). *Managing Customer Value*. Singapore: World Scientific.
- Stan, V., Caemmerer, B., & Cattani-Jallet, R. (2013). Customer Loyalty Development: The Role Of Switching Costs. *The Journal of Applied Business Research*, 1541-1554.
- Stangor, C. (2014). *Research Methods For The Behavioral Sciences*. Belmont: Cengage Learning, Inc.
- Suhaily, L., & Soelasih, Y. (2017). What Effects Repurchase Intention of Online Shopping. *International Business Research*, 113-122.
- Suryani, & Hendryandi. (2015). *Metode Riset Kuantitatif: Teori dan Aplikasi Pada Penelitian Bidang Manajemen dan Ekonomi Islam*. Jakarta: Prenadamedia Group.
- Suwelack, T., Hogueve, J., & Hoyer, W. D. (2011). Understanding money-back guarantees: cognitive, affective, and behavioral outcomes. *J. Retail*, 462-478.
- Tellis, G. (1988). Advertising exposure, loyalty, and brand purchase: a two-stage model of choice. *Journal of Marketing Research*, 204-12.
- Ting, S.-C. (2014). The Relationship between Customers' Switching Cost and Repurchase Intention: The Moderating Role of Satisfaction. *Journal of Service Science and Management*, 313-322.
- Trivedi, S. K., & Yadav, M. (2018). Predicting online repurchase intentions with e-satisfaction as mediator: a study on Gen Y. *Journal of Information and Knowledge Management Systems*.
- Tsai, M. T., Tsai, C. L., & Chang, H. C. (2010). The effect of customer value, customer satisfaction, and switching costs on customer loyalty: an empirical study of hypermarkets in Taiwan. *Social Behavior and Personality: An International Journal*, 729-740.
- Umar, H. (2003). *Metode Riset Bisnis*. Jakarta: PT Gramedia Pustaka Utama.
- Verbeke, W., Dietz, B., & Verwaal, E. (2011). Drivers of sales performance: a contemporary meta-analysis. Have salespeople become knowledge brokers? *Journal of The Academy of Marketing Science*, 407-428.
- Wahyudi, S. T. (2017). *Statistika Ekonomi Konsep, Teori dan Penerapan*. Malang: UB Press.

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*, 790-825.

Wattamwar, R. B. (2010). *The Myth Called Wealth*. Pune: Mehta Publishing House.

Witjaksana, B. (2019). *Model Activity Based Management Change Order Berbasis Economic Value Added Melalui Efektivitas dan Efisiensi untuk Meningkatkan Kinerja Keuangan Proyek Konstruksi Gedung di Kota Surabaya*. Surabaya: CV Penerbit Qara Media.

Wrenn, B., Stevens, R. E., & Loudon, D. L. (2013). *Marketing Research*. London: Best Business Books.

