

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (Pls) Alternatif Structural Equation Modeling (Sem) dalam Penelitian Bisnis*. Yogyakarta: ANDI.
- Ahmadinejad, B. (2019, April). The Impact of Customer Satisfaction on Word of Mouth Marketing (Case Study: Bamilo Online Store). *SCIREA Journal of Management*, 3(2), 40-52. Retrieved from <http://www.scirea.org/journal/Management>
- Al-Msallam, S. (2015). *The relationship between customer satisfaction and customer loyalty in the banking sector in Syria*. *Journal of Marketing and Consumer Research*, 7, 27, 34.
- Andreas, J. (2012). Pengaruh *Brand Credibility Terhadap Word Of Mouth Melalui Customer Satisfaction and Customer Loyalty at Giant Hypermarket in Surabaya*. *Jurnal Ilmiah Mahasiswa Manajemen*, 1(4).
- Ardiani, E. (2015). *Pengaruh Word of Mouth Terhadap Keputusan Pembelian Pakaian Wanita Online Dengan Media Sosial Melalui Minat Beli*. Jakarta: Universitas Esa Unggul.
- Arndt, J. (1967, August). *The role of product-related conversations in the diffusion of a new product*. *Journal of Marketing Research*, 4, 291-295.
- Barry, B. (1986). *Retail Management: A Strategic Approach*. India: Pearson Education.
- Chauduri, A., & Holbrook, M. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- East, R., Hammond, K., & Lomax, W. (2008, September). Measuring the impact of positive and negative word of mouth on brand. *International Journal of Research in Marketing*, 25(3), 215-224. doi:10.1016/j.ijresmar.2008.04.001
- Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19, 1-19. doi:0167-8116/02/\$
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *The Journal of Marketing*, 6 - 21.
- Garson, G. D. (2016). *Partial Least Squares : Regression & Structural Equation Models*. Asheboro: David Garson and Statistical Associates Publishing.

- Ghorban, Z. S., & Tahernejad, H. (2012). A Study on Effect of Brand Credibility on Word of Mouth: With reference to Internet Service Providers in Malaysia. *International Journal of Marketing Studies*, 4(1), 26-37.
- Ghozali, I. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goldenberg, J., Libai, B., & Moldovan, S. (2007). The NPV of bad news. *International Journal of Research in Marketing*, 24(3), 186-200.
- Grewal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing : an organizing framework. *Journal of retailing*, 85(1), 1-14.
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Harlow, United Kingdom: Pearson Education Limited.
- Hair, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Los Angeles, USA: SAGE Publications.
- Hawkins, D. I., Mothersbaugh, D. L., & Mookerjee, A. (2010). *Consumer Behavior : Building Marketing Strategy*. New Delhi: Tata McGraw-Hill education.
- Hoq, M., & Muslim, A. (2010). The role of customer satisfaction to enhance customer loyalty reason. 2(4), 139-154.
- Hurriyati, R. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Juliandi, A. I., & Manurung, S. (2014). *Metodologi Penelitian Bisnis - Konsep dan Aplikasi*. Medan: UMSU PRESS.
- Keller, K., & Lehmann, D. (2006, November). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6), 740-759. doi:10.1287/mksc.1050.0153
- Kerlinger, F., & Lee, H. (2000). *Foundation of Behavioral Research*. Texas: Harcourt College Publisher.
- Kotler, P., & Keller, K. (2008). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Pearson Education.
- LaBarbera, P., & Mazursky, D. (1983). A longitudinal assessment of consumer satisfaction/dissatisfaction: the dynamic aspect of the cognitive process. *Journal of marketing research*, 393-404.

- Lemeshow, S., & David, W. (1997). *Besar Sampel dalam Penelitian Kesehatan (terjemahan)*. Yogyakarta: Gadjahmada University Press. Retrieved December 7, 2020, from <https://www.statistikian.com/2012/08/menghitung-besar-sampel-penelitian.html>
- Liao, S. H., Chung, Y. C., Hung, Y. R., & Widowati, R. (2011). The Impacts of Brand Trust, Customer Satisfaction, and Brand Loyalty on Word-of-Mouth. *IEEE International Conference on Industrial Engineering and Engineering Management* (pp. 1319-1323). Taiwan: IEEM2010. doi:10.1109/IEEM.2010.5674402
- Maathuis, O., Rodenburg, J., & Sikkel, D. (2004, January). Credibility, Emotion or Reason? *Corporate Reputation Review*, 6(4), 333-345. doi:10.1057/palgrave.crr.1540003
- Malhotra, N., & Birks, D. (2006). *Marketing Research: An Applied Approach Updated* (2nd European ed.). England: Prentice Hall.
- Mamuaya, N., & Pandowo, A. (2019, May 5). Faktor-faktor yang Mempengaruhi Kepuasan Konsumen Pengguna Layanan Pembelian Secara Daring: Peran Kepuasan Konsumen Sebagai Mediator. *Jurnal Bisnis dan Manajemen*, 9(1), 91 - 108. doi:<https://doi.org/10.15408/ess.v9i1.12585>
- Martinus, H. (2011). Analisis Industri Retail Nasional. *Humanoria*, 2(2), 1309-1321. Retrieved from <https://media.neliti.com/media/publications/167093-ID-analisis-industri-retail-nasional.pdf>
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, M. Z., & Aslam, N. (2011, January). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence. *International Journal of Business and Social Science*, 2(16), 263-270.
- Nisa, P. F. (2015, July 11). Pengaruh Kualitas Layanan Terhadap WOM (Word of Mouth) Melalui Kepuasan Konsumen pada Jasa Bus Putra Mas Kelas Ekonomi. *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(2), 1-17.
- Othman, M., Kamarohim, N., & Nizam, F. M. (2017). Brand Credibility, Perceived Quality and Perceived Value: A study of Customer Satisfaction. *International Journal of Economics and Management*, 11(S3), 763-775. Retrieved from <http://www.econ.upm.edu.my/ijem>
- Pamungkas, S. W. (2017). *Pengaruh Brand Credibility Terhadap Word of Mouth Melalui Customer Satisfaction and Customer Loyalty on Toyota Kijang Innova in Surabaya*. Surabaya: Universitas Pelita Harapan.
- Pandowo, M., & Kindangen, C. P. (2014). The Effect of Customer Satisfaction, Customer Loyalty, and Brand Commitment on Word of Mouth of Walls

- Ice Cream in Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3).
- Peltier, J., Schibrowsky, J., & Schultz, D. (2002). Leveraging Customer Information to Develop Sequential Communication Strategies. *Journal of Advertising Research*, 42(4), 23-41.
- Poetrie, A. M. (2017). *Pengaruh Brand Image dan Kualitas Layanan Terhadap Kepuasan Pelanggan Serta Dampaknya pada Loyalitas Pelanggan Giant*. Jakarta: Esa Unggul.
- Rizki, M. (2020). Pengaruh Iklan dan Citra Merek Terhadap Loyalitas Pelanggan Produk Kosmetik Wardah. *Jurnal Ekobis*, 15.
- Saarijarvi, H., Kuusela, H., & Rintamaki, T. (2013). Facilitating customers' post-purchase food retail experiences. *British Food Journal*, 115(5), 653-665.
- Salo, Y. T. (2016). *Pengaruh Brand Credibility Terhadap Word of Mouth Melalui Customer Satisfaction dan Customer Loyalty pada PT. Astra Honda Motor di Surabaya*. Universitas Pelita Harapan, Fakultas Ekonomi. Surabaya: Universitas Pelita Harapan.
- Santoso, S. (2011). *Structural Equation Modeling*. Jakarta: PT Elex Media Komputindo.
- Sekaran, U. (2000). *Research Methods for business: a skill-building approach* (3rd ed.). New York: John Wiley and Sons.
- Sekaran, U., & Bougie, D. (2010). *Research methods for Business: A skill Building Approach* (5th ed.). Chichester: Wiley.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7 ed.). United Kingdom: John Wiley & Sons.
- Skowrosnski, J. J., & Carlston, D. (1989). Negativity and extremity biases in impression formation: A review of explanations. *Psychological Bulletin*, 105(1), 131-142.
- Smolnikov, S. (2018). *Great Power Conduct and Credibility in World Politics*. Canada: Palgrave Macmillan.
- Sugiyono. (2007). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Sweeney, J., & Swait, J. (2008, May). The Effects of Brand Credibility on Customer Loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179-193. doi:10.1016/j.jretconser.2007.04.001
- Tamara, N. H. (2019, July 4). *Jurnalisme Data*. Retrieved November 30, 2020, from Katadata.co.id: <https://katadata.co.id/nazmi/analisisdata/5f1279ce2f3bb/perubahan-peta-persaingan-bisnis-retail-di-indonesia>

Tripathi, G. (2017). Customer Satisfaction and Word of Mouth Intentions: Testing the Mediating Effect of Customer Loyalty. *Journal of Services Research*, 17(2).

Wahyuni, N. S., & Ekawati, N. (2018, May 3). Peran Kepuasan Pelanggan dalam Memediasi Kualitas Layanan Terhadap Word of Mouth. *E-Jurnal Manajemen*, 7(5), 2823-2855.
doi:<https://doi.org/10.24843/EJMUNUD.2018.v07.i05.p20>

Widoyoko, E. (2017). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.

Yang, Z., & Peterson, R. (2004). Customer perceived value, satisfaction, and loyalty : The role of switching costs. *Psychology & Marketing*, 21(10), 799-822.

