

## DAFTAR PUSTAKA

- Alan, A. K., & Kabadayı, E. T. (2014). Quality Antecedents of Brand Trust and Behavioral Intention. *Procedia - Social and Behavioral Sciences*, 150, 619–627. <https://doi.org/10.1016/j.sbspro.2014.09.081>
- Anderson, E., & Weitz, B. (1989). Determinants of Continuity in Conventional Industrial Channel Dyads. *Marketing Science*, 8(4), 310–323. <https://doi.org/10.1287/mksc.8.4.310>
- Bhattacharjee, A. (2012). Social Science Research: principles, methods, and practices. In *Book* 3. [http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa\\_textbooks](http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks)
- Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302. <https://doi.org/10.1016/j.tourman.2014.10.009>
- Caruana, A. (2002). *Service loyalty: The Effects of Service Quality and the Mediating role of Customer Satisfaction*. <https://doi.org/10.1108/03090560210430818>
- Charni, H., Brun, I., & Ricard, L. (2020). Impact of employee job satisfaction and commitment on customer perceived value: An original perspective. *International Journal of Bank Marketing*, 38(3), 737–755. <https://doi.org/10.1108/IJBM-03-2019-0097>
- Choi, B., & La, S. (2013). The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery. *Journal of Services Marketing*, 27(3), 223–233. <https://doi.org/10.1108/08876041311330717>
- Chuah, H. W., Marimuthu, M., & Ramayah, T. (2014). The Effect of Perceived Value on the Loyalty of Generation Y Mobile Internet Subscribers: A Proposed Conceptual Framework. *Procedia - Social and Behavioral Sciences*, 130, 532–541. <https://doi.org/10.1016/j.sbspro.2014.04.062>

- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer 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)
- Freeman, I., & Hasnaoui, A. (2011). The Meaning of Corporate Social Responsibility: The Vision of Four Nations. *Journal of Business Ethics*, 100(3), 419–443. <https://doi.org/10.1007/s10551-010-0688-6>
- Galant, A., & Cadez, S. (2017). Corporate social responsibility and financial performance relationship: A review of measurement approaches. *Economic Research-Ekonomika Istrazivanja*, 30(1), 676–693. <https://doi.org/10.1080/1331677X.2017.1313122>
- Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437–452. <https://doi.org/10.1016/j.tourman.2004.12.002>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi menggunakan Program SmartPLS 3.0* (2nd ed.). Badan Penerbit - Undip.
- Hadinata, M. (2013). Studi Pengaruh Trust, Commitment, Communication, Conflict Handling terhadap Customer Loyalty di Bank Mandiri Surabaya. *Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 2(1), 1–16.
- Hair, Joe F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(August 2019), 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, Joe F., Ringle, C. M., & Sarstedt, M. (2014). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, Joseph F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., &

- Anderson, R. E. (2019). *Multivariate Data Analysis*.  
<https://doi.org/10.1002/9781119409137.ch4>
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40.  
<https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.  
<https://doi.org/10.1007/s11747-014-0403-8>
- Hidayat, A., Zalzalalah, G. G., & Ekasasi, S. R. (2016). The role of relationship marketing on customer loyalty toward Indonesian fast food restaurant. *Pertanika Journal of Social Sciences and Humanities*, 24(June), 215–223.
- Irshad, A., Rahim, A., Khan, M. F., & Khan, M. M. (2017). THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY, MODERATING EFFECT OF CORPORATE IMAGE (EVIDENCE FROM PAKISTAN) As the businesses are growing very fast today, there are different techniques and tools to make. *City University Research Journal, AIC*, 63–73.
- Keshavarz, Y., & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(2), 220–244.  
<https://doi.org/10.1108/IJTC-09-2017-0044>
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J. H., & Kim, J. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electronic Commerce Research and Applications*, 11(4), 374–387.  
<https://doi.org/10.1016/j.elerap.2012.04.002>
- Kitapci, O., Akdogan, C., & Dortyol, İ. T. (2014). The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry. *Procedia - Social and Behavioral Sciences*, 148, 161–169.

<https://doi.org/10.1016/j.sbspro.2014.07.030>

- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43(March), 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing, Global Edition*. Pearson Education Limited. <https://ucem.vitalsource.com/#/books/9781292092492/cfi/26!/4/4@0.00:33.9>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education Limited* (Vol. 15). Pearson Education Limited.
- Mahmood, A., & Bashir, J. (2020). How does corporate social responsibility transform brand reputation into brand equity? Economic and noneconomic perspectives of CSR. *International Journal of Engineering Business Management*, 12, 1–13. <https://doi.org/10.1177/1847979020927547>
- Martínez, P., & Rodríguez del Bosque, I. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89–99. <https://doi.org/10.1016/j.ijhm.2013.05.009>
- Memon, M. A., T., R., Cheah, J.-H., Ting, H., Chuah, F., & Cham, T. H. (2021). Pls-Sem Statistical Programs: a Review. *Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. [https://doi.org/10.47263/jasem.5\(1\)06](https://doi.org/10.47263/jasem.5(1)06)
- Mohammed, A., & Al-Swidi, A. (2019). The influence of CSR on perceived value, social media and loyalty in the hotel industry. *Spanish Journal of Marketing - ESIC*, 23(3), 373–396. <https://doi.org/10.1108/SJME-06-2019-0029>
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of customer satisfaction on customer loyalty and intentions to switch: evidence from banking sector of Pakistan. *International Journal of Business and Social Science*, 2(16), 263–270.

- Moorman, C., Deshpandé, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, 57(1), 81–101. <http://www.jstor.org/stable/1252059> .
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Economic Theory*, 58, 20–38.
- Nasehudin, T. S., & Gozali, N. (2015). *Metode Penelitian Kuantitatif* (B. A. Saebani (ed.); 2nd ed.). CV PUSTAKA SETIA.
- Obermiller, C., Burke, C., Talbott, E., & Green, G. P. (2009). Taste great or more fulfilling: The effect of brand reputation on consumer social responsibility advertising for fair trade coffee. *Corporate Reputation Review*, 12(2), 159–176. <https://doi.org/10.1057/crr.2009.11>
- Oney, E., Guven, G. O., & Rizvi, W. H. (2017). The determinants of electronic payment systems usage from consumers' perspective. *Economic Research-Ekonomska Istrazivanja*, 30(1), 394–415. <https://doi.org/10.1080/1331677X.2017.1305791>
- Patma, T. S., Kusumawati, A., Mauludin, H., & Zaini, A. (2020). Mediating effect of customer perceive value on experience quality and loyalty relationship. *Utopia y Praxis Latinoamericana*, 25(Extra6), 524–536. <https://doi.org/10.5281/zenodo.3987675>
- Peloza, J., & Shang, J. (2011). How can corporate social responsibility activities create value for stakeholders? A systematic review. *Journal of the Academy of Marketing Science*, 39(1), 117–135. <https://doi.org/10.1007/s11747-010-0213-6>
- Pérez, A., & del Bosque, I. R. (2015). Corporate social responsibility and customer loyalty: Exploring the role of identification, Satisfaction and type of company. *Journal of Services Marketing*, 29(1), 15–24. <https://doi.org/10.1108/JSM-10-2013-0272>
- Putlia, G., & Alphin, C. A. (2021). Strategi Pemasaran untuk Industri FMCG pada Era Covid-19. *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 5(1), 24–30. <https://doi.org/10.31294/widyacipta.v5i1.9711>
- Putri, Y. L., & Utomo, H. (2017). PENGARUH KUALITAS PELAYANAN

TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING (Studi Persepsi Pada Pelanggan Dian Comp Ambarawa). *Among Makarti*, 10(1), 70–90. <https://doi.org/10.52353/ama.v10i1.147>

Raji, M. N. A., & Artinah, Z. (2016). The effect of customer perceived value on customer satisfaction: A case study of Malay upscale restaurants. *Malaysian Journal of Society and Space Volume*, 12(3), 58–68.

Ramadhan, L., & Masnitasiagian, Y. (2019). Impact of Customer Perceived Value on Loyalty: In Context Crm. *Quest Journals Journal of Research in Business and Management*, 7(3), 2347–3002. <https://doi.org/10.31227/osf.io/mu6fb>

Rizan, M., Setyaningsih, R., & Saidani, B. (2016). the Influence of Service Quality and Price Toward Trust and Its Impact on Customer Loyalty of Low Cost Carrier Indonesia. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 7(1), 176–196. <https://doi.org/10.21009/jrmsi.007.1.10>

Rusdianto, U. (2013). *CSR Communications: A Framework for PR Practitioners* (Pertama). Graha Ilmu.

Sari, N., & Widowati, R. (2014). Hubungan Antara Kesadaran Merek, Kualitas Persepsian, Kepercayaan Merek Dan Minat Beli Produk Hijau. *Jurnal Manajemen Bisnis*, 5(1), 59–79.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling with R. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1).

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Issue September). <https://doi.org/10.1007/978-3-319-05542-8>

Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach. In *Research Methods for Business: A Skill Building Approach* (7th ed., Vol. 7). Wiley.

Sekaran, U., & Bougie, R. (2020). *Research Method for Business: A Skill Building Approach* (8th ed.). Wiley.

Servera-Francés, D., & Piqueras-Tomás, L. (2019). The effects of corporate social

- responsibility on consumer loyalty through consumer perceived value. *Economic Research-Ekonomika Istrazivanja*, 32(1), 66–84. <https://doi.org/10.1080/1331677X.2018.1547202>
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.Pdf* (Sutopo (ed.); Kedua). ALFABETA.
- Sweeney, J. C., & Soutar, G. N. (2007). Customer perceived value: The development of a multiple item scale in hospitals. *Journal of Retailing*, 5(3), 252–268.
- Technavio. (2020). *Indonesia Retail Market to Showcase Inferior Growth During 2021-2025 Due to the COVID-19 Spread*. Technavio. <https://www.businesswire.com/news/home/20210120005541/en/Indonesia-Retail-Market-to-Showcase-Inferior-Growth-During-2021-2025-Due-to-the-COVID-19-Spread-Technavio>
- Tellefsen, T., & Thomas, G. P. (2005). The antecedents and consequences of organizational and personal commitment in business service relationships. *Industrial Marketing Management*, 34(1), 23–37. <https://doi.org/10.1016/j.indmarman.2004.07.001>
- Thielemann, V. M., Ottenbacher, M. C., & Harrington, R. J. (2018). Antecedents and consequences of perceived customer value in the restaurant industry. *International Hospitality Review*, 32(1), 26–45. <https://doi.org/10.1108/ihr-06-2018-0002>
- Tong, C., & Wong, A. (2016). The Effects of Corporate Governance on Corporate Social Responsibility. *The Academy of Customer Satisfaction Management*, 20(2), 47–71. <https://doi.org/10.34183/kcsma.20.2.3>
- Top Brand Award. (2021). *No Title*. Top Brand Award. [https://www.topbrand-award.com/top-brand-index/?tbi\\_index=Top Brand&tbi\\_year=2021](https://www.topbrand-award.com/top-brand-index/?tbi_index=Top Brand&tbi_year=2021)
- Tran, N. T. (2022). Impact of corporate social responsibility on customer loyalty: Evidence from the Vietnamese jewellery industry. *Cogent Business and*

- Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2025675>
- Utami, S. S., Samuel, H., & Brahmana, R. K. M. R. (2013). Analisis Pengaruh Trust dan Commitment Terhadap Kepuasan dan Loyalitas Pelanggan CV. Sumber Jaya Sakti Tarakan. *Jurnal Manajemen Pemasaran*, 1(2), 1–9.
- Walter, A., & Ritter, T. (2003). The influence of adaptations, trust, and commitment on value-creating functions of customer relationships. *Journal of Business and Industrial Marketing*, 18(4–5), 353–365. <https://doi.org/10.1108/08858620310480250>
- Wang, Z., & Zhao, H. (2020). Relationships Among Perceived Value, Satisfaction, and e-Trust: An e-CRM View of Online Restaurant Consumption. *Journal of Systems Science and Information*, 8(5), 458–475. <https://doi.org/10.21078/jssi-2020-458-18>
- Wibisono, T. D., & Lukito, N. (2020). *Factors That Influence Word of Mouth Behavior in Fast Food Restaurants*. 151(Icmae), 197–201. <https://doi.org/10.2991/aebmr.k.200915.046>
- Wina, W., & Masman, R. R. (2019). Prediksi Commitment, Trust, Perceived Value Dan Customer Satisfaction Terhadap Customer Loyalty. *Jurnal Manajerial Dan Kewirausahaan*, 1(2), 364. <https://doi.org/10.24912/jmk.v1i2.5097>
- YouGov. (2021). *No Title*. YouGov. <https://databoks.katadata.co.id/datapublish/2021/07/23/inilah-merek-cepat-saji-terbaik-di-indonesia-pada-2021-mana-kesukaanmu>