

DAFTAR PUSTAKA

- Abdullah, Prof. M. (2015). Metode Penelitian Kuantitatif. In *Aswaja Pressindo*.
- Akter, S., D'Ambra, J., & Ray, P. (2011). Trustworthiness in mHealth information services: An assessment of a hierarchical model with mediating and moderating effects using partial least squares (PLS). *Journal of the American Society for Information Science and Technology*, 62(1).
<https://doi.org/10.1002/asi.21442>
- Asgarpour, R., Hamid, A. B. A., & Sulaiman, Z. (2014). A Review on Customer Perceived Value and Its Main Components. *GATR Global Journal of Business Social Sciences Review*, 2(2).
[https://doi.org/10.35609/gjbssr.2014.2.2\(1\)](https://doi.org/10.35609/gjbssr.2014.2.2(1))
- Azhar, N. H., & Mohd Anuar, N. A. (2020). Experience Quality, Satisfaction, and Behavioral Intention among the Visitors of Taman Tamadun Islam (TTI), Terengganu. *Journal of Accounting Research, Organization and Economics*, 2(3). <https://doi.org/10.24815/jaroe.v2i3.15342>
- Bagasworo, W., & Hardiani, V. (2019). Pengaruh Customer Relationship Management dan Customer Experience Quality Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi Pada Konsumen di Sisha Cafe Kemang). *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 2(3).
- Databoks.katadata.co.id. (2021, July 11). *Dua Operator Seluler Alami Penurunan Pelanggan Usai Penertiban SIM Prabayar*. Databoks.
<https://databoks.katadata.co.id/datapublish/2021/07/11/dua-operator-seluler-alami-penurunan-pelanggan-usai-penertiban-sim-prabayar>
- Dewi, T. U., & Nugroho, P. N. A. (2020). Pengaruh Customer Experience Terhadap Customer Satisfaction Dan Customer Loyalty Institut Français Indonesia Di Surabaya. *Jurnal Teknologi Dan Terapan Bisnis (JTTB)*, 3(2).
- Duryadi. (2021). *METODE PENELITIAN ILMIAH BUKU AJAR Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. YAYASAN PRIMAAGUS TEKNIK.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Gaberamos, O., & Pasaribu, L. H. (2022). The Effect Of Information Quality, Customer Experience, Price, And Service Quality On Purchase Intention By Using Customer Perceived Value As Mediation Variables (Study On Gofood Applications On The Millenial Generation). *Jurnal Mantik*, 5(4), 2470–2480.
- Grace Purba, M., Suhud, U., & Aditya, S. (2021). Faktor-Faktor Yang Mempengaruhi Customer Satisfaction dan Revisit Intention Pada Turis Danau Toba. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(3), 891–905.
- Grbovic, M., Radosavljevic, V., Djuric, N., Bhamidipati, N., Savla, J., Bhagwan, V., & Sharp, D. (2015). E-commerce in Your Inbox: Product recommendations at scale. *Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*, 2015-August.
<https://doi.org/10.1145/2783258.2788627>

- Hadi Prawiro, M. E. Y. S., & Wijayanto, A. (2021). PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN KARTU INTERNET SIMPATI TELKOMSEL DI SEMARANG. *Jurnal Administrasi Bisnis*, 5(2), 1005–1014.
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Hananto, D. K., & Firmansyah, F. (2018). ANALISIS EFISIENSI INDUSTRI TELEKOMUNIKASI SELULER DI INDONESIA 2008 - 2014. *JURNAL DINAMIKA EKONOMI PEMBANGUNAN*, 1(2).
<https://doi.org/10.14710/jdep.1.2.39-53>
- Hansory, M. F., & Dharmayanti, D. (2014). Pengaruh Experience Quality Terhadap Customer Loyalty Dengan Perceived Value Dan Brand Image Sebagai Variabel Intervening Di De Soematra 1910 Surabaya. *Jurnal Manajemen Pemasaran*, 8(2).
- Haryanto, T. (2021, February 23). Pengguna Internet Indonesia Tembus 202,6 Juta . *Detik.Com*. <https://inet.detik.com/cyberlife/d-5407210/pengguna-internet-indonesia-tembus-2026-juta>
- 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>
- Hikmah, A. N., & Riptonio, S. (2020). Pengaruh Customer Engagement dan E-Service Quality Terhadap Online Repurchase Intention dengan Customer Satisfaction Sebagai Variabel Intervening pada Marketplace Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(1).
<https://doi.org/10.32639/jimmba.v2i1.447>
- Howat, G., & Assaker, G. (2016). Outcome quality in participant sport and recreation service quality models: Empirical results from public aquatic centres in Australia. *Sport Management Review*, 19(5).
<https://doi.org/10.1016/j.smr.2016.04.002>
- Irfal, & Mulyanto, H. (2016). PENGARUH SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY. *Jurnal Pengembangan Wiraswasta*, 18 (02)(2016/08), 141–152.
- Juliana, J., Pramono, R., Sartjie, I., Roon, J., Orlina, M., & Daicy, V. (2022). Determining Experience Quality on Customers' Perceived Value, Satisfaction and Loyalty. *Fokus Bisnis Media Pengkajian Manajemen Dan Akuntansi*, 21(2), 132–146. <https://doi.org/10.32639/fokbis.v21i2.52>
- Kamila, D. (2018). EXPERIENCE QUALITY, SATISFACTION, AND LOYALTY FOR HAIR AND BEAUTY SALON. *POLBAN*, 9, 692–697.
<https://doi.org/https://doi.org/10.35313/irwns.v9i0.1136>
- 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).
<https://doi.org/10.1108/IJTC-09-2017-0044>

- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14E ed.). Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (Edition 14E ed). Prentice Hall.
- Kusnandar, B. V. (2021). *Telkomsel Jadi Operator Seluler dengan Pelanggan Terbanyak di Indonesia*. Databoks.
<https://databoks.katadata.co.id/datapublish/2021/09/22/telkomsel-jadi-operator-seluler-dengan-pelanggan-terbanyak-di-indonesia>
- Kusumawati, A., & Rahayu, K. S. (2019). *The Role of Experience Quality and Customer-Perceived Value on Customer Satisfaction and Customer Loyalty: A Case Study of Indonesian Outdoor Cafés*. www.ijicc.net
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540.
<https://doi.org/10.1108/TQM-05-2019-0150>
- Limono, G. G., & Semuel, H. (2018). Pengaruh Experience Quality Terhadap Behavioral Intention Dengan Perceived Value Sebagai Mediasi Pada Restaurant Sushi Tei di Surabaya. *Jurnal Strategi Pemasaran*, 5(2), 1–10.
- Mantala, R., & Firdaus, M. R. (2016). Pengaruh customer experience terhadap customer satisfaction pada pengguna smartphone android (studi pada mahasiswa politeknik negeri banjarmasin). *Jurnal Wawasan Manajemen*, 4(2), 153–164.
- M.N.A. Raji, & A. Zainal. (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).
- Monferrer, D., Moliner, M. A., & Estrada, M. (2019). Increasing customer loyalty through customer engagement in the retail banking industry. *Spanish Journal of Marketing - ESIC*, 23(3). <https://doi.org/10.1108/SJME-07-2019-0042>
- Moosa, R., & Kashiramka, S. (2022). Objectives of Islamic banking, customer satisfaction and customer loyalty: empirical evidence from South Africa. *Journal of Islamic Marketing*, 3, 1–19. <https://doi.org/10.1108/JIMA-01-2022-0007>
- Mulyono, S. H., & Djatmiko, T. M. B. A. (2018). PENGARUH CUSTOMER EXPERIENCE TERHADAP CUSTOMER SATISFACTION DI TOKOPEDIA THE INFLUENCE OF CUSTOMER EXPERIENCE TO CUSTOMER SATISFACTION AT TOKOPEIA. *E-Proceeding of Management*, 5(2), 1843–1848.
- Nur Annisa, S., & Udayana, I. (2018). PENGARUH TRUST, SERVICE QUALITY, RELATIONSHIP SATISFACTION, EXPERIENCE QUALITY, TERHADAP LOYALITAS NASABAH BANK NEGARA INDONESIA PADA MAHASIWA FAKULTAS EKONOMI UST YOGYAKARTA. *MANAJEMEN DEWANTARA*, 2(1).
<https://doi.org/10.26460/md.v2i1.2752>
- Nurcahyo, R., Andry, D., & Kevin, K. (2017). PENGARUH TRUST, PRICE DAN SERVICE QUALITY TERHADAP INTENTION TO PURCHASE PELANGGAN BHINNEKA.COM. *Jurnal Riset Manajemen Dan Bisnis*

- (JRMB) *Fakultas Ekonomi UNIAT*, 2(3).
<https://doi.org/10.36226/jrmb.v2i3.73>
- Oktiani, N., & Setyorini, I. (2018). Service Quality Dan Customer Satisfaction Serta Pengaruhnya Terhadap Loyalitas Konsumen Pada CV Jaya Motor Bekasi. *Widya Cipta*, II(1), 8–16.
- Pahlevi, R. (2022). *Pendapatan Operator Seluler Indonesia Meningkat pada Semester I 2022*. Databoks.
<https://databoks.katadata.co.id/infografik/2022/09/13/pendapatan-operator-seluler-indonesia-meningkat-pada-semester-i-2022>
- Pani, E. L. (2019). Pengaruh Customer Perception, Perceived Value, Price Dan Promotion Terhadap Buying Decision Pada Tiket Lion Air. *Agora*, 7(2).
- Patma, T. S., Fienaningsih, N., Rahayu, K. S., & Artatanaya, I. G. L. S. (2021). IMPACT OF INFORMATION QUALITY ON CUSTOMER PERCEIVED VALUE, EXPERIENCE QUALITY, AND CUSTOMER SATISFACTION FROM USING GOFOOD APLICATION. *Journal of Indonesian Economy and Business*, 36(1). <https://doi.org/10.22146/jieb.59810>
- 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).
<https://doi.org/10.5281/zenodo.3987675>
- Persada, D. G., & Kusumawardhani, A. (2021). Analisis Modal Intelektual, Customer Relationship dan Inovasi Produk terhadap Keunggulan Bersaing Guna Meningkatkan Kinerja Perusahaan pada Usaha Jasa Fotografi. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(6). <https://doi.org/10.36418/syntax-literate.v6i6.3131>
- Putra, T. W., & Keni, K. (2020). BRAND EXPERIENCE, PERCEIVED VALUE, BRAND TRUST UNTUK MEMPREDIKSI BRAND LOYALTY: BRAND LOVE SEBAGAI VARIABEL MEDIASI. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1). <https://doi.org/10.24912/jmieb.v4i1.7759>
- Rashid, M. H. U., Nurunnabi, M., Rahman, M., & Masud, M. A. K. (2020). Exploring the relationship between customer loyalty and financial performance of banks: Customer open innovation perspective. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4).
<https://doi.org/10.3390/joitmc6040108>
- Resika, Y., Wahab, Z., & Shihab, M. S. (2019). CUSTOMER PERCEIVED VALUE DAN CUSTOMER TRUST: IDENTIFIKASI KEPUASAN DAN LOYALITAS KONSUMEN GO-CAR. *Journal of Management and Business Review*, 16(1). <https://doi.org/10.34149/jmbr.v16i1.138>
- Riorini, S. V., & Widayati, C. C. (2018). BAGAIMANA MENINGKATKAN POSITIVE WORD OF MOUTH MAHASISWA PERGURUAN TINGGI SWASTA. *Seminar Nasional Pakar Ke 1 Tahun*, 27–33.
www.nasional.kompas.com
- Rohim, A., & Arvianto, sonny. (2017). Pengaruh Customer Perceived Value Terhadap Word Of Mouth Dengan Customer Loyalty Sebagai Variabel Mediasi (Study Kasus Di CV Putra Putri). *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 12(1). <https://doi.org/10.26533/eksis.v12i1.85>

- Rukmana, T. (2021, October 27). Jaringan XL Trouble Hari Ini 27 Oktober 2021, Pengguna Keluhkan Sinyal Jelek Tidak Stabil. *MEDIAJABODETABEK.COM*. <https://mediajabodetabek.pikiran-rakyat.com/nasional/pr-1462883988/jaringan-xl-trouble-hari-ini-27-oktober-2021-pengguna-keluhkan-sinyal-jelek-tidak-stabil>
- Safitri, T., Lita, R. P., & Putra, A. S. (2020). HUBUNGAN OUTCOME QUALITY, INTERACTION QUALITY, PEER-TO-PEER QUALITY , HOSPITAL BRAND IMAGE, KEPUASAN DAN LOYALITAS PASIEN. *Human Care Journal*, 5(1). <https://doi.org/10.32883/hcj.v5i1.631>
- Safitri, U. D., Munadi, R., & Walidainy, H. (2016). ANALISIS KUALITAS JARINGAN AKSES INDIHOME UNTUK TEKNOLOGI GPON DAN MSAN DI STO DARUSSALAM. *KITEKTRO: Jurnal Online Teknik Elektro*, 1(3), 27–34.
- Santo. (2018). Manajemen Pemasaran ANALISIS PENGARUH SERVICE QUALITY TERHADAP TINGKAT KEPUASAN PELANGGAN (STUDY KASUS : CGV BLITZ DI GRAND INDONESIA JAKARTA). *Manajement Pemasaran*, 7(2), 183–193.
- Sastraa, B. A., & Indrawati. (2018). Measuring the Influence of Customer Experience on Customer Satisfaction, Loyalty Intention and Word of Mouth Behavior Using Customer Experience Quality (EXQ) Model on Telkom's IndiHome Complaint Handling Process. *8th International Conference on Sustainable Collaboration in Business, Technology, Information and Innovation*.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach Seventh Edition WileyPLUS Learning Space Card. *International Labour Office*, 1(September).
- Siyoto, S., & Sodik, M. A. (2015). Dasar Metodologi Penelitian Cetakan Pertama. *Literasi Medika*, 66(February).
- Soelasih, Y. (2017). KEPUASAN KONSUMEN TIDAK SELALU MEMBENTUK LOYALITAS. *Jurnal Manajemen*, 21(3). <https://doi.org/10.24912/jm.v21i3.257>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*.
- Tanujaya, A. (2012). Pengaruh Customer Perceived Value Terhadap Customer Loyalty Melalui Customer Satisfaction Pada 3Second Royal Plaza Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA)*, Vol 1, No(1994).
- Tomossy, G. F., & Weisstub, D. N. (2017). Human experimentation and research. In *Human Experimentation and Research*. <https://doi.org/10.4324/9781315198231>
- Tresia. (2022). *Apa perbedaan Jaringan 3G, 4G, dan 5G? Simak ulasannya!* . Teknologibisnis. <https://teknologi.bisnis.com/read/20220107/280/1486583/apa-perbedaan-jaringan-3g-4g-dan-5g-simak-ulasannya>
- Umar, H. (2014). Faktor-faktor yang Memengaruhi Loyalitas Pelanggan pada Penerbangan Low Cost Carrier. *Jurnal Manajemen Transportasi & Logistik (JMTRANSLOG)*, 1(2), 127–138. <https://doi.org/10.54324/j.mtl.v1i2.13>

- Wardaya, E. P. (2017). Pengaruh Customer Experience Terhadap Customer Loyalty Melalui Customer Satisfaction Dan Customer Trust Pada Pelanggan Bengkel Auto 2000 Di Surabaya. *Petra Business & Management Review*, 3(1), 27–45.
- Wati, M. E., & Maulana, H. A. (2022). The Influence Of Customer Perceived Value And Customer Trust On Customer Loyalty In J&T Delivery Services Bengkalis. *Seri Manajemen Investasi Dan Kewirausahaan* 2, 115–123.
- Wuisan, D., & Elton, K. (2021). The Effect of Experience Quality, Customer Perceived Value and Customer Satisfaction on Customer Loyalty of Outdoor Restaurant During the Covid-19 Pandemic. *Conference Series*, 3(2). <https://doi.org/10.34306/conferenceseries.v3i2.618>
- Yoestini, H. A. D. (2020). DIPONEGORO JOURNAL OF MANAGEMENT ANALISIS PENGARUH SERVICE QUALITY, CUSTOMER PERCEIVED VALUE, DAN CORPORATE IMAGE TERHADAP CUSTOMER SATISFACTION SERTA DAMPAKNYA TERHADAP CUSTOMER LOYALTY (Studi Kasus pada Pelanggan Apotek Kimia Farma Pandanaran Kota Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 3(9), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4). <https://doi.org/10.3390/foods9040460>