

## DAFTAR PUSTAKA

- Abdullah, T., dan F. Tantri. (2020). *Manajemen Pemasaran*. Depok: Penerbit PT Raja. Grafindo Persada
- Adjei, M. T., and M. N. Clark. 2010. "Relationship marketing in a B2C context: the moderating role of personality traits." *Journal of Retailing and Consumer Services* 17: 73-79.
- Anderson, E. W., C. Fornell, and D. R. Lehmann. 1994. "Customer satisfaction, market share, and profitability: findings from Sweden." *Journal of Marketing* 58(3): 53-66.
- Assauri, S., (. *Manajemen Pemasaran*, Jakarta, PT Raja Grafindo Persada
- Bloemer, J & Ruyter, K. (2020). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing*, 32 (5/6), 499-513.
- Burnham, Thomas A, Judy K. Frels, Vijay Mahajan. (2018). Consumer Switching Cost: A Typology, Antecedents, and Consequences, *Journal of Academy of Marketing Science*, Vol. 31, No. 2, 109-126.
- Cant, M. C., & Toit, Michael du. (2018). Identifying The Factors That Influence Retail Customer Loyalty And Capitalising Them. *International Bussiness & Economics Research Journal*, 11 (11).
- Chadha, S. K. and Kapoor, D. (2019). "Effect of Switching Cost, Service Quality and Customer Satisfaction on Customer Loyalty of Cellular Service Providers in Indian Market," *Journal of Marketing Management*, Vol. VIII, No. 1, pp. 23-37.
- Chan, Syafruddin. 2003. *Relationship Marketing : Inovasi Pemasaran Yang Membuat Pelanggan Bertekuk Lutut*. Jakarta: Gramedia
- Chou, P. F., C. S. Lu, and Y. H. Chang. 2014. "Effects of service quality and customer satisfaction on customer loyalty in high-speed rail services in Taiwan." *Transportmetrica A: Transport Science* 10(10): 917-945.
- Christy, R., G. Oliver, and J. Penn. 1996. "Relationship marketing in consumer markets." *Journal of Marketing Management* 12: 175-187.
- Colgate, Mark & Bodo Lang. (2019). Switching Barriers In Consumer Markets: an Investigation of The Financial Services Industry, *Journal of Consumer and Marketing*, Vol. 18 No. 4, 332-347.
- Davis, B. R., and J. T. Mentzer. 2006. "Logistics service driven loyalty: an exploratory study." *Journal of Business Logistics* 27(2): 53-73.
- de Oña, R., J. L. Machado, and J. de Oña. 2015b. "Perceived service quality, customer satisfaction, and behavioral intentions: structural equation model

- for the metro of Seville, Spain.” *Transportation Research Record: Journal of the Transportation Research Board* 2538: 76-85
- Dewi, Ayu Suryani. (2020). Analisis Peranan *Freight Forwarder* dalam Proses Pengiriman BArang Ekspor Melalui Transportasi Laut PT Deros Indah Prima. Skripsi Manajemen Kepelabuhan.
- Dick, A.S dan Basu, K., (, “Customer Loyalty : Toward an Integrated Conceptual Framework”, *Journal of The Academy Marketin019)g Science*, Vol.22, p.99-113.
- Dwyer, F. Robert dan Tanner, John F. (2019). *Business Marketing: Connecting Strategy, Relationship and Learning*. Edisi internasional. Singapore: McGraw-Hill.
- Fornell, C. 2018. “A national customer satisfaction barometer: the Swedish experience.” *Journal of Marketing* 56(1): 6-21.
- Gee, R., Coates, G., & Nicholson, M. (2018). Understanding and profitably managing customer loyalty. *Marketing Intelligence & Planning*, 26 (4), 359-374.
- Ghozali, I. (2016). “Aplikasi Analisis Multivariate Dengan Pogram IBM SPSS”Edisi. Sembilan.Semarang:Badan Penerbit Universitas Diponegoro
- Hasan, Ali. (2019). *Marketing dan Kasus-Kasus Pilihan*. Jakarta: CA PS.
- Jones, M. A., K. E. Reynolds, D. L. Mothersbaugh, and S. E. Beatty. 2007. “The positive and negative effects of switching costs on relational outcomes.” *Journal of Service Research* 9(4): 335-355.
- Juga, J., J. Juntunen, and M. Juntunen. 2012. “Impact of service quality, image and relational aspects on satisfaction and loyalty in logistics outsourcing relationships.” *International Journal of Shipping and Transport Logistics* 4(1): 17-28.
- Kearney, A. T. 1994. “Achieving customer satisfaction through logistics excellence.” *Managing Service Quality* 4(2): 47-50.
- Kotler, Philip and Kevin Lane Keller, (2018): *Marketing Management*. New Jersey: Pearson Pretice Hall, In
- Kurniawan, Robert dan Budi Yuniarto. 2016. *Analisis Regresi: Dasar dan Penerapannya dengan R*. Jakarta: K E N C A N A
- Lee, J., & Feick, L., (2018), The Impact of Switching Costs on The Customer Satisfaction-Loyalty Link: Mobile Phone Service in France, *Journal Marketing*, Vol.15, No.1, pp 35-48.
- Liang, D., Z. Ma, and L. Qj. 2013. “Service quality and customer switching behavior in Chin’a mobile phone service sector.” *Journal of Business Research* 66: 1161-1167.
- Morgan dan Hunt 1994; Jones et al. 2000; Chang dan Chen 2008; Qiu et al., 2015; Russo et al., 2016

- Morgan, R. M., and S. D. Hunt. 1994. "The commitment-trust theory of relationship marketing." *Journal of Marketing* 58(3): 20-38.
- Oliver, Riscrd L, (2019), *Satisfaction A Behavioral Perspective On The Consumer*. McGraw-Hill Education, Singapore.
- ps://bisnisnews.id
- Qiu, H., B. H. Ye, B. Bai, and W. H. Wang. 2015. "Do the roles of switching barriers on customer loyalty vary for different types of hotels?" *International Journal of Hospitality Management* 46: 89-98.
- Rangkuti, Freddy. (2018). *Analisis SWOT: Teknik Membedah Kasus Bisnis*, (Jakarta : PT Gramedia Pustaka Utama)
- Rauyruen, P., and K. E. Miller. 2007. "Relationship quality as a predictor of B2B customer loyalty." *Journal of Business Research* 60: 21-31. Fornell 1992; Balabanis et al. 2006; Palmatier et al., 2008
- Ronosentono, Noch Idris. (2006). *Pengetahuan Dasar Tata Laksana Freight Forwarding*, Jakarta: Infomedika.
- Safavi, Vinny Dwi dan Hawignyo. (2021). Pengaruh kualitas pelayanan dan citra merek terhadap kepuasan konsumen kartu prabayar *JURNAL MANAJEMEN - VOL. 13 (1) 2021, 142-150*  
journal.feb.unmul.ac.id/index.php/JURNALMANAJEMEN
- Sangadji, Etta Mamang; Sopiha. (2019). *Perilaku Konsumen*. Yogyakarta. Andi.
- Santoso, , Iwan Faruk dan Wahyuati, (2019). Pengaruh Citra Merek, Kualitas Produk, Harga Terhadap Keputusan Pembelian Sepeda Motor Beat. *Jurnal Ilmu dan Riset Manajemen*, Vol. 5, No.8.
- Santoso. S (2018). Santoso, S. (2010). *Mastering SPSS 18*. Jakarta: PT Elex Media Komputindo.
- Saputra, H. & Ariningsih, P. (2020). Masa Depan Penerapan Strategi Relationship Marketing Pada Industri Jasa Perbankan. *Segmen-Manajemen*, 10(1). 12-16
- Selo, Zahran Adisty. (2020). Pengaruh Relationship Marketing Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal*.
- Sudaryono. (2019). *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta: C.V. Andi Offset
- Sudjana, Nana. 2004. *Penilaian Hasil Proses Belajar Mengajar*. Bandung: PT. Remaja Rosdakarya
- Sugiyono. (2018). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABET
- Sujarweni, V. Wiratna. (2020) *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Sunyoto, Danang. (2019). *Dasar-dasar manajemen pemasaran*. Cetakan Pertama. Yogyakarta : CAPS

- Sutisna, (2019). *Perilaku Konsumen dan Komunikasi Pemasaran*, Edisi kedua, Bandung: Remaja Rosdakary
- Tjiptono Fandy dan Chandra.(2019). *Pemasaran Jasa*. Jawa Timur: Bayumedia Publishing
- Torang, Syamsir. (2019). *Organisasi dan Manajemen (Perilaku, Struktur, Budaya, dan Perubahan Organisasi)*. Bandung: Alfab
- Umar. Husain. 2009. *Metode Penelitian untuk Skripsi dan Tesis*. Jakarta: Rajawali.
- Velnampy, T., & Sivesan, S. (2020). *Determinants of Customer Relationship Marketing of Mobile Services Providers in Sri Lanka:-An application of Exploratory Factor Analysis*.
- Wibowo, A. A. (2018). *Determinants of Customer Satisfaction in Retail Banking (at Customer Bank in Solo, Central Java) (Doctoral dissertation, Universitas Muhammadiyah Surakarta)*.
- Yang Ching Chiao dan Ching Cheng Chao. (2017). *How relationship marketing, switching costs and service quality impact customer satisfaction and loyalty in Taiwan's airfreight forwarding industry*. <https://www.tandfonline.com/doi/abs/10.1080/23249935.2017.1321696>
- Yang, Z., and R. T. Peterson. 2004. "Customer perceived value, satisfaction, and loyalty: the role of switching costs." *Psychology and Marketing* 21(10): 799-822
- Yang, C. C. 2012. "Assessing the moderating effect of innovation capability on the relationship between logistics service capability and firm performance for ocean freight forwarders." *International Journal of Logistics Research and Applications: A Leading Journal of Supply Chain Management* 15(1): 53-69
- Zins, A. H. (2020). *Relative attitudes and commitment in customer loyalty models: Some experiences in the commercial airline industry*. *International Journal of Service Industry Management*, Vol 12 Iss: 3, 269 – 294 .