

DAFTAR PUSTAKA

- Ahmad, T., dan Vays, N. (2011). The Impulse Buying Behavior of consumes for the FMCG Products in Jodhpur. *Australian Journal of Basic and Applied Sciences* 5(11), 1704-1710.
- Al-hawari, M, A. (2014). Emotional stability and switching barriers in the retail banking context. *Managing Service Quality: An International Journal*, 24(5), 469–486.
- Ali, Hasan. (2008). Marketing. *Media Utama*, Yogyakarta.
- Alma, Buchari. (2011). Manajemen Pemasaran dan Pemasaran Jasa. *Penerbit Alfabeta*. Bandung.
- Alma, Buchari. (2000). Manajemen Pemasaran dan Pemasaran Jasa. Edisi Revisi. Cetakan Keempat. *Penerbit Alfabeta*. Bandung.
- Anderson, R.E., dan Srinivasan, S.S., (2003). E-satisfaction and e-loyalty: a contingency framework. *Psychol. Mark.* 20 (2), 123–138.
- Anderson, C.R., dan Zeithaml, C.P. (1984). Stage of the product life cycle, business strategy, and business performance. *Acad. Manag. J.* 27 (1), 5–24.
- Andrews, L., Drennan, J., dan Russell-Bennett, R. (2012). Linking perceived value of mobile marketing with the experiential consumption of mobile phones. *Eur. J. Mark.* 46 (3–4), 357–386.
- Arikunto, Suharsimi. (2002). Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta: *Rineka Cipta*
- Armistead, C.G. and Clark, G. (1992). Customer Service and Support, *Pitman*. London
- Barnes, James G. (2003). Secrets Of Customer Relationship Management. *ANDI*. Yogyakarta.
- Swastha, B., dan Irawan. (2005). Asas-asas Marketing. *Liberty*. Yogyakarta.
- Bates, John E. G., dan Douglas Hoffman. (1999). Managing Services Marketing: Text and Readings.
- Beerli, A., Martin, J. dan Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, Vol. 38 No. 1, pp. 253-275.
- Bhattacharjee, A., dan Premkumar, G. (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. *MIS Q.* 28 (2), 229–254.
- Belanche, D., Casaló, L.V., dan Guinalíu, M. (2012). Website usability, consumer satisfaction and the intention to use a website: the moderating effect of perceived risk. *J. Retail. Consum. Serv.* 19 (1), 124–132.
- Blanchard, B.S. (1991). The Impact of Integrated Logistic Support on the Total Cost-Effectiveness of a System. *International Journal of Physical Distribution & Logistics Management*. Vol. 21, No. 5, pp23-26.
- Bose, S., dan Rao, V.G. (2011). Perceived benefits of customer loyalty programs: validating the scale in the Indian context. *Management & Marketing Challenges for the Knowledge Society* Vol. 6, No. 4, pp. 543-560.
- Brutou dan Margaret. (2006). The Psychological of Women : Seventh Edition. *USA :Wadsworth*.

- Bansal, H.S., Taylor, S.F., dan James, Y.S. (2005). Migrating to New Service Providers: Toward a Unifying Framework of Consumers Switching Behaviors. *Journal of the Academy of Marketing Science*. Vol 33:96-115
- Barnes, James G. (2003). Secrets Of Customer Relationship Management. *ANDI*. Yogyakarta.
- Bennet, J. (1984). Managing to meet usability requirements: establishing and meeting software development goals. In: Bennet, J., Case, D., Sandelin, J., Smith, M. (Eds.), *Visual Display Terminals*. Prentice-Hall, Englewood Cliffs, NJ, pp. 161–184.
- Bevan, N. (2001). International standards for HCI and usability. *Int. J. Hum Comput Stud*. 55 (4), 533–552.
- Buyens, Jim. (2001). Web Database Development. *Elex Media Komputindo*. Jakarta.
- Chen, C-F., dan Tsai, M-H. (2008). Perceived Value, Satisfaction, and Loyalty of TV Travel Product Shopping: Involvement as a Moderator. *Journal of Tourism Management*. 29:1166-1171.
- Claes, Robert. (2003). Effects of Switching Barriers on Satisfaction, Repurchase Intentions and Attitudinal Loyalty, Sweden Commerce. *A Managerial Perspective Global Edition*. New Jersey: Pearson. Vol. 7.
- Colgate, M. and B. Lang. (2001). Switching Barriers in Consumer Market: An Investigation of the Financial Services Industry. *Journal of Consumer Marketing*, Vol. 18 No. 4, pp. 332-347.
- Dapkevičius, A. & Melnika, B. (2009). Influence of Price and Quality to Customer Satisfaction: Neuromarketing Approach.
- David, Fred R. (2009). Manajemen Strategis Konsep, Edisi 12. *Jakarta: Salemba Empat*.
- Dwyer, F.R., and J. F. Tanner. (1999). Business Marketing: Connecting Strategy, Relationships and Learning. *Boston: McGraw-Hill*.
- Dehghan, A. dan Shahin, A. (2011). Customer Loyalty Assessment. A Case Study in Maddiran, the Distributor of LG Electronics in Iran. *Business Management and Strategy*, Vol. 2, No. 1: E2, p.p. 1-23.
- Deng, Z., Lu, Y., Wei, K.K., dan Zhang, J. (2010). Understanding customer satisfaction and loyalty: an empirical study of mobile instant messages in China. *Int. J. Inf. Manage*. 30 (4), 289–300.
- Demirgunes, B.K. (2015). Relative importance of perceived value, satisfaction, and perceived risk on willingness to pay more. *International Review of Management and Marketing*, Vol. 5, No.4, p.p 211-220.
- Dick, A.S. dan Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22, 99-113.
- Dumas, Joseph S., dan Janice C. Redish. (1994). A Practical Guide to Usability Testing. *Ablex*, Norwood, NJ.
- Dumas, Joseph S., dan Janice, C. Redish. (1999). A Practical Guide to Usability Testing. Revised Edition. *Bethesda, USA : Redish & Associates, Inc.*
- Durianto, Darmadi., Sugiarto & Sitinjak, Tony. (2001). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. *Jakarta: Gramedia Pustaka Utama*.

- Doelhadi, E.M. (2006). Mengukur Tingkat Kepuasan Pelanggan: Perspektif Psikologi Konsumen. *Fakultas Psikologi Universitas Airlangga*. Surabaya.
- Edward, M., dan Sahadev, L. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*, Vol. 23 No. 3, pp. 327-345.
- Ene, S., dan Ozkaya, B. (2014). A study on corporate image, customer satisfaction and brand loyalty in the context of retail stores. *Asian Social Science*, 10(14), 52-66.
- Engel, James F. Roger D. Blackwell & Paul W Miniard. (2006). Perilaku Konsumen, (Alih Bahasa Bidi Janto), Jilid II, Edisi Keenam. Jakarta Barat: Binarupa Aksara.
- Fernandes, F. A. P. (2017). Perceived value of buying tourism services through an Online Travel Agency. *Master Thesis program Porto University*, Portuguese.
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, Vol. 56.
- Gerpott, T.J., Rams, W., Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market. *Telecommun. Policy* 25 (4), 249–269.
- Ghozali, Imam. (2004). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang : Badan Penerbit Diponegoro.
- Goffin, K. (1999). Customer support: a cross-industry study of distribution channels and strategies. *International Journal of Physical Distribution & Logistics Management*, Vol. 29 No. 6, pp. 374-97.
- Goffin, K., dan New, C. (2001). CUSTOMER SUPPORT AND NEW PRODUCT DEVELOPMENT—AN EXPLORATORY STUDY. *Published in the International Journal of Operations & Production Management*, Vol 21 (3), 2001 pp275-301.
- Griffin, Ricki W., dan Ronal J Ebert. (2007). *Bisnis Edisi 8*. Erlangga, Jakarta.
- Guntur, Dr. Effendi M. (2010). *Transformasi Manajemen Pemasaran+Membangun Citra Negara*. Sagung Seto, Jakarta.
- Haenlein, M., Kaplan, A.M. (2012). The impact of unprofitable customer abandonment on current customers' exit, voice, and loyalty intentions: an empirical analysis. *J. Serv. Mark.* 26 (6), 458–470.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., dan Tatham, R. L. (2006). *Multivariate Data Analysis Sixth Edition*. New Jersey: Pearson Prentice Hall.
- Hair, J. F., et al. (2007). *Multivariate Data Analysis 6th Edition*. New Jersey: Pearson Education Inc.
- Ha, Y.W., dan Park, M.C. (2013). Antecedents of customer satisfaction and customer loyalty for emerging devices in the initial market of Korea: an equity framework. *Psychol. Mark.* 30, 676–689.
- Han, S. H., Yun, M. H., Kwahk, J., & Hong, S. W. (2001). Usability of consumer electronic products. *International Journal of Industrial Ergonomics*, 28(3-4), 143–151.
- Hansemark, Albinsson. (2004). Customer satisfaction and retention: the experiences of individual employees. *Managing Service Quality: An International Journal*, Vol. 14 Iss: 1, pp.40-57.

- HM, Jogyanto. (1999). Analisis dan Desain Sistem Informasi: Pendekatan Terstruktur Teori dan Praktek Aplikasi Bisnis. *ANDI Yogyakarta*, Yogyakarta.
- Hartono. (2011). Metodologi Penelitian. Pekanbaru: *Zafana*.
- ISO : ISO 9241-11. (1998). Ergonomic Requirements for Office Work With Visual Display Terminals (VDT). Part 11: Guidance in Usability. *International Standards Organization*, London.
- Jasfar, Farida. (2005). Manajemen Jasa Pendekatan Terpadu. *Ghalia Indonesia*, Bogor.
- Jones, M. A., Mothersbaugh, D. L., dan Beatty. S. E. (2000). Switching Barriers and Repurchase Intentions in Service. *Journal of Retailing*, Volume 76(2) pp. 259–274, ISSN: 0022-4359.
- Jung, W., Kwon, Y. (2015). Differences between LTE and 3G service customers: business and policy implications. *Telematics Inform.* 32 (4), 667–680.
- Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., dan Khaksar, S. M. S. (2011). Study the effects of customer service and product quality on customer satisfaction and loyalty. *International Journal of Humanities and Social Science*, 1(7), 253-260.
- Jones, M. A., and J. Suh. (2000). Transaction-specific satisfaction and overall satisfaction: An empirical analysis. *Journal of Services Marketing* 14 (2): 147–159.
- Jones, M.A., Mothersbaugh, D.L., Beatty, S.E. (2000). Switching barriers and repurchase intentions in services. *J. Retail.* 76, 259–274.
- Julander, C-R., Soderlund, M. (2003). Effects of Switching Barriers on Satisfaction, Repurchase Intentions and Attitudinal Loyalty. *SSE/EFI Working Paper Series in Business Administration*. No.2003:1.
- Julander, C.R., Ragnar, Soderberg., dan Magner, Soderlund. (2003). Effects of Switching Barriers on Satisfaction, Repurchase Intentions and Attitudinal Loyalty. *Stockholm School of Economics*.
- Kim, H.S., dan Yoon, C.H. (2004). Determinants of subscriber churn and customer loyalty in the Korean mobile telephony market. *Telecommun. Policy* 28 (9), 751–765.
- Kim, M.K., Park, J.H., Paik, J.H. (2014). Relationship between service-related activities, service capability and market diffusion: case of WiBro. *ETRI J.* 36 (3), 490–497.
- Kim, M., Chang, Y., Park, M.-C., & Lee, J. (2015). The effects of service interactivity on the satisfaction and the loyalty of smartphone users. *Telematics and Informatics*, 32(4), 949–960.
- Kim, M-K., Wong, S. F., Chang, Y., dan Park, J-H. (2016). Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics* 33 (2016) 936–949.
- Klemperer, P. (1995). Competition When Consumers have Switching Costs: An Overview with Applications to Industrial Organization, Macroeconomics, and International Trade. *The Review of Economic Studies*, Vol. 62, pp. 515-539.
- Knecht, T., Lezinski, R. and Weber, F.A. (1993). Making Profits After the Sale, *The McKinsey Quarterly*, Winter, No. 4, pp79-86.

- Kotler P., Hayes, Thomas, Bloom Paul N. (2002). *Marketing Professional Service, Prentice Hall International Press.*
- Kotler, Philip. (2002). *Manajemen Pemasaran. Edisi Millenium, Jilid 2. PT Prenhallindo: Jakarta.*
- Kotler dan Armstrong. (2008). *Prinsip-prinsip Pemasaran. Jilid 1 dan 2. Edisi 12. Erlangga: Jakarta*
- Kotler dan Keller. (2009). *Manajemen Pemasaran. Jilid I. Edisi ke 13. Erlangga: Jakarta.*
- Kotler, Philip., dan Gary Armstrong. (2012). *Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Erlangga : Jakarta.*
- Kotler, Philip and Gary Armstrong. (2012). *Principles Of Marketing, Global Edition, 14 Edition, Pearson Education.*
- Kotler, Philip. (2003). *Manajemen Pemasaran. Edisi kesebelas, Indeks kelompok Gramedia: Jakarta.*
- Lai, F., Griffin, M., Babin, B.J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *J. Bus. Res.* 62 (10), 980–986.
- Lee, D., Moon, J., Kim, Y.J., Mun, Y.Y. (2015). Antecedents and consequences of mobile phone usability: linking simplicity and interactivity to satisfaction, trust, and brand loyalty. *Inf. Manage.* 52 (3), 295–304.
- LeBlanc, G. and Nguyen, N. (1996). Cues used by customers evaluating corporate image in service firms, an empirical study in financial institutions, *International Journal of Service. Industry Management*, Vol. 7 No. 2, pp. 44-56.
- Lee, J., J. Lee., and L. Feick. (2001). The Impact of Switching Costs on the Customer Satisfaction-loyalty Link: Mobile Phone Service in France. *Journal of Services Marketing*, Vol. 15 No. 1, pp. 35-48.
- Machfoedz, Mahmud. (2010). *Komunikasi Pemasaran Modern. Cetakan Pertama. Cakra Ilmu: Yogyakarta.*
- Margono. (2010). *Metodologi Penelitian Pendidikan. Jakarta: Rineka Cipta*
- Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail & Distribution Management*, 35(7), 544-555.
- Mittal, V., Kamakura, W.A. (2001). Satisfaction, repurchase intent, and repurchase behavior: investigating the moderating effect of customer characteristics. *J. Mark. Res.* 38 (1), 131–142.
- Mowen, J.C., dan Minor, M. (2002). *Perilaku Konsumen. Jakarta: Erlangga.*
- Mowen, John., dan Michael, Minor. (2008). *Consumer Behavior 6ed. New Jersey : Prentice-Hall, Inc.*
- Nielsen, J. (2012). Usability 101: An Introduction to Usability. *Nielsen Norman Group*, (pp. 1-6).
- Oesman, Y, M. (2010). *Sukses Mengelola Marketing Mix, CRM, Customer Value dan Customer Dependency. Cetakan pertama. Bandung : Alfabeta.*
- Oetarjo, M., & Prastyo, H. E. (2017). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Pt. Roman Ceramic International Di Mojokerto. *Jurnal Bisnis, Manajemen & Perbankan*, 35-51.
- Oghuma, A.P., Libaque-Saenz, C.F., Wong, S.F., Chang, Y. (2016). An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics Inform.* 33 (1), 34–47.

- Oliver, R.L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing* 57(3), 25-48.
- Oliver, Richard I. (1997). Satisfaction: A Behavioral Perspective On The Consumer, *The McGraw-Hill Companies, Inc* : New York.
- Park, C. (2004). Efficient or enjoyable, Consumer values of eating-out and fast food restaurant consumption in Korea. *International Journal of Hospitality Management*. 23(1), March: 87-94.
- Paurav, Shukla. (2004). Effect of Product Usages, Satisfaction and Involvement on Brand Switching Behavior. *Asia Pacific Journal of marketing and Logistics*. Vol 16. No 4. Hal. 23-82.
- Ping, R.A. Jr. (1993). The effects of satisfaction and structural constraints on retailer exiting, voice, loyalty, opportunism, and neglect. *Journal of Retailing*, Vol. 69 No. 3, Fall, pp. 321-49.
- Priyanto. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian Dengan SPSS*. Yogyakarta. Gava Media.
- Pressman, R. S., dan Maxim, Bruce. (2014). *Software Engineering: A Practitioner's Approach*. Singapore: McGraw-Hill Education. 8 Edition.
- Ranaweera, C. and J. Prabhu. (2003). The Influence of Satisfaction, Trust and Switching Barriers on Customer Retention in a Continuous Purchasing Setting. *International Journal of Service Industry Management. Readings. Orlando: The Dryden Press Harcourt Brace College Publisher*.
- Reichheld, F.F., Teal, T. (2001). The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value. *Harvard Business Press*.
- Rusbult, C.E. (1980). Commitment and satisfaction in romantic associations: a test of the investment model. *Journal of Experimental and Social Psychology*, No. 16, pp. 172-86.
- Santoso, Singgih. (1999). *SPSS: Buku Latihan SPSS Statistik Parametrik*: Jakarta: Elex Media Komputindo.
- Santoso, Singgih. (2000). *SPSS: Mengolah Data Statistik Secara Profesional*. Jakarta : Elex Media Komputindo.
- Santoso, Singgih. (2006). *Buku Latihan SPSS untuk Statistik Parametrik*. Jakarta : Elex Media Komputindo.
- Santoso, Singgih. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS 17*. Jakarta : Elex Media Komputindo.
- Santouridis, C., dan Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *The TQM Journal* Vol. 22 No. 3, 2010 pp. 330-343.
- Sekaran, U. (2003). *Research Methods for Business : A Skill Building Approach* 2nd Edition. New York: John Wiley and Son.
- Sekaran, U. (2006). *Research Methods for Business*. Jakarta: *Salemba Empat*
- Sharma, N. dan Patterson, P. (2000). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, Vol. 11 No. 5, pp. 470-490.
- Shackel, B. (1984). The concept of usability. In: Bennet, J., Case, D., Sandelin, J., Smith, M. (Eds.), *Visual Display Terminals*. Prentice-Hall, Englewood Cliffs, NJ, pp. 45-87.

- Stokes, Jane. (2007). *How To Do Media & Cultural Studies*, London : *Sage Publications*.
- Sugiyono .(2010). *Metode Penelitian Pendidikan*. Bandung: *Alfabeta*.
- Sunyoto, Suyanto. (2011). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta: Caps.
- Supriyanto, Aji. (2005). *Pengantar Teknologi Informasi*. *Salemba Empat*. Jakarta
- Sutojo, Siswanto. (2009). *Manajemen Pemasaran*, edisi kedua, Penerbit: *Damar Mulia Pustaka*, Jakarta.
- Simamora, B. (2003). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitable*. Jakarta: *Gramedia Pustaka Utama*.
- Siu, N. Y. M., and D. K. H. Chow. (2003). Service quality in grocery retailing: The study of a Japanese supermarket in Hong Kong. *Journal of International Consumer Marketing* 16 (1): 71–87.
- S. Supriyanto dan Ernawati. (2010). Judul: *Pemasaran Industri Jasa Kesehatan*. Penerbit *CV Andi Offset*: Yogyakarta.
- Sukmadinata., dan Nana, S. (2011). *Metode Penelitian Pendidikan*. Bandung: *Remaja Rosdakarya*
- Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. *PT. Remaja Rosdakarya*, Bandung.
- Sunter, C. (1993). In Van Heerden, Cornelius H. dan Puth, Gustav. 1995. Factors that Determine the Corporate Image of South African Banking Institutions. *International Journal of Bank Marketing*. Vol. 13. No. 3 p. 12-17.
- Sweeney, J.C., Soutar, G.N. (2001). Consumer perceived value: the development of a multiple item scale. *J. Retail.* 77, 203–220.
- Syamrilaode. (2011). Kelebihan dan Kelemahan Metode Kuantitatif. Diunduh pada 14 Juni 2020 dari World Wide Web: <http://id.shvoong.com/writingand-speaking/presenting/2131807-kelebihan-dan-kelemahanmetode-kuantitatif>.
- Tang, W. W. (2007). Impact of corporate image and corporate reputation on customer loyalty: A review. *Management Science and Engineering*, 1(2), 57-62.
- Tan, W.K., dan Sie, M.S. (2015). The impact of personal innovativeness on product aesthetics and self-connection with brand: a case study of mobile phone users. *Behav. Inf. Technol.* 34 (3), 316–325.
- Tjiptono, Fandy. (2014). *Pemasaran Jasa - Prinsip, Penerapan, dan Penelitian*, *Andi Offset*, Yogyakarta.
- Trianah, L., Pranitasari, D., & Marichs, S. Z. (2017). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dan Loyalitas (Studi Kasus Pada Pelanggan D’besto Mangun Jaya 2 Tambun Selatan). *Jurnal Stei Ekonomi* , 105-122.
- Trif, S.M. (2013). The influence of overall satisfaction and trust on customer loyalty. *Management & Marketing*, 8(1), 109.
- Tseng, F.-M., Lo, H.-Y. (2011). Antecedents of consumers’ intentions to upgrade their mobile phones. *Telecommun. Policy* 35 (1), 74–86.
- Turban Effraim, Leidner, McLean, Wetherbe. (2008). *Information Technology for Management*.
- Turban. E., King, D., Lee, J. K., Liang, T. P., and Turban, D.C. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective*. 8th Ed. *Springer*.
- Usmara, A. (2008). *Strategi Baru Manajemen Pemasaran*. Jakarta: *Amara Books*.

- Verriana, R. I., & Anshori, M. Y. (2017). Pengaruh Kualitas Layanan (Service Quality) Terhadap Loyalitas Melalui Kepuasan Pada Mahasiswa Universitas Nu Surabaya. *Accounting And Management Journal*, 63-79.
- Wei wei, Tang. (2007). Impact of corporate image and corporate reputation on customer loyalty. *Jurnal management science & engineering*, Vol 1 No.2 December 2007.
- Wijaya, Tony. (2009). *Analisis Structural Equation Modeling Menggunakan AMOS*. Jogjakarta: Universitas Atmajaya Jogjakarta.
- Xu, C., Peak, D., dan Prybutok, V. (2015). A customer value, satisfaction, and loyalty perspective of mobile application recommendations. *Decision Support Systems*, 79, 171–183.
- Yang, Z. and Peterson, R. (2004), “Customer perceived value, satisfaction, and loyalty: the role of switching costs”, *Psychology & Marketing*, Vol. 21 No. 10, pp. 799-822.
- Yen, Y. X., & Horng, D. J. (2009). Effects of satisfaction, trust and alternative attractiveness on switching intentions in industrial customers. *International Journal of Management and Enterprise Development*, 8(1), 82-101.
- Yesawich, P.C. (2004). Consistent pricing will give customers booking confidence, *Hotel and Motel Management* 219(4), 18-29.
- Yusoff, M. (1995), *Konsep Asas Periklanan*. Malaysia: Dewan Bahasa dan Pustaka.
- Yurchisin, J., Park, J., dan O'Brien, M. (2010). Effects of Ideal Image Congruence and Organizational Commitment on Employee Intention to Leave. *Journal of Retailing and Consumer Services*. Vol 17: 406-414.
- Zhu, B., Kim, T.W., Kim, S.W. (2011). A study on formulating the classification model for smartphone's satisfaction factors. *Inf. Syst. Rev.* 13 (3), 47–63.
<https://www.prnewswire.com/news-releases/global-forklift-market-2017-2020-forecasts-research-reports-566432991.html> (Diunduh pada tanggal 17 Juni 2020)
<https://www.kompasiana.com/ristaadella/56ce73c78123bd960a3c2f13/sekilas-tentang-forklift> (Diunduh pada tanggal 17 Juni 2020)
<https://www.linkedin.com/showcase/komatsu-forklift> (Diunduh pada tanggal 17 Juni 2020)
<https://indoautozone.co.id/b/sejarah-dan-perkembangan-forklift-dalam-industri-alat-berat/> (Diunduh pada tanggal 17 Juni 2020)
<https://www.goldsteinresearch.com/report/global-forklift-truck-market-outlook-2024-global-opportunity-and-demand-analysis-market-forecast-2016-2024> (Diunduh pada tanggal 17 Juni 2020)
<https://binapertiwi.co.id/> (Diunduh pada tanggal 17 Juni 2020)
<https://jatimnet.com/10-kawasan-industri-di-jawa-timur> (Diunduh pada tanggal 17 Juni 2020)
https://home.komatsu/en/company/tech-innovation/report/pdf/155-06_E.pdf (Diunduh pada tanggal 18 Juni 2020)
<https://www.blibli.com/p/komatsu-fd30c-17-forklift/ps--BIP-60036-00002> (Diunduh pada tanggal 18 Juni 2020)
<https://www.blibli.com/p/mitsubishi-3-ton-grendia-forklift/pc--MTA-7258483?ds=WIE-60044-000020001> (Diunduh pada tanggal 18 Juni 2020)
<https://www.binapertiwi.co.id/> (Diunduh pada tanggal 18 Juni 2020)

<https://komatsuforklift.com.au/> (Diunduh pada tanggal 18 Juni 2020)

<https://www.komatsuamerica.com/equipment/forklift/komtrax> (Diunduh pada tanggal 18 Juni 2020)

<https://equipmentwatch.com/2017-highest-retained-value-awards/2017-komatsu-bx-lift-trucks-warehousenarrow-aisle/> (Diunduh pada tanggal 22 Juni 2020)

<http://id.shvoong.com/writing-and-speaking/presenting/2131807-kelebihan-dan-kelemahan-metode-kuantitatif/> (Diunduh pada 20 Juni 2020 dari World Wide Web)

