

BIBLIOGRAPHY

- Abdullah, Thamrin dan Francis Tantri. (2016). *Manajemen Pemasaran*. Jakarta. Penerbit PT. Raja Grafindo Persada.
- Alma. Buchari. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Alnaser, F., Ghani, M., & Rahi, S. (2018). Service quality in Islamic banks: The role of PAKSERV model, customer satisfaction and customer loyalty. *Accounting*, 4(2), 63-72.
- Billetz (2019). *Entrepreneurship and Small Business Management Strategies*. Retrieved from <https://ukdiss.com/examples/entrepreneurship-types-strategies.php?vref=1>
- Breugelmans, E., & Liu-Thompkins, Y. (2017). The effect of loyalty program expiration policy on consumer behavior. *Marketing Letters*, 28(4), 537-550.
- Dhasan, D., & Aryupong, M. (2019). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty. *ABAC Journal*, 39(2).
- Dubrin, Andrew J. (2016), *Leadership, Research Findings, Practice and Skills*.
- Evans, J. R., & Lindsay, W. M. (2017). *Managing for quality and performance excellence*. Cengage Learning.
- Fahrurrazi, F., Khoirunnisa, S., & Somantri, B. (2019). Pengaruh Marketing Mix Terhadap Customer Loyalty Melalui Customer Satisfaction Kerudung di Outlet Rabbani. *Cakrawala*, 2(2), 26-39.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (edisesembilan)*. Semarang: Universitas Diponegoro.
- Gultom, Imam & Adam, Mohamad & Wahab, Zakaria. (2019). The Effect of Product Quality and Price on Loyalty of Content Creator Service Customers in Office of Indonesia News Perum LKBN Antara. *International Journal of Scientific and Research Publications (IJSRP)*. 9. p9218. 10.29322/IJSRP.9.08.2019.p9218.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship*. McGraw-Hill Education.

- Karunaratna, A. C., & Kumara, P. A. P. (2018). Determinants of customer loyalty: A literature review. *Journal of customer behaviour*, 17(1-2), 49-73.
- Kasmir. (2016). Kewirausahaan. PT RajaGrafindo Persada.
- Kumar, S., & Prameswari, Q. (2018). The Determinants of a Successful Family Business Succession in Indonesia: A Multiple Case Study. *International Journal of Family Business Practices*, 1(2), 87-103.
- Kurniawan, Robert dan Budi Yuniarto. (2016). Analisis Regresi: Dasar dan Penerapannya dengan R. Jakarta: KENCANA
- Leavy, P. (2017). Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches. Guilford Publications.
- Malau. Harman (2016). Manajemen Pemasaran. Teori dan Aplikasi. Bandung: Alfabeta
- Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1), 24-30.
- Minar, D., & Safitri, A. (2017). Brand image and product quality on customer loyalty (Survey in Cekeran Midun). *TRIKONOMIKA*, 16(1), 43-50.
- Norman M. Scarborough. (2016). *Essentials Of Entrepreneurship And Small Business Management*.
- Odom, D. L., Chang, E. P., Chrisman, J. J., Sharma, P., & Steier, L. (2019). The most influential family business articles from 2006 to 2013 using five theoretical perspectives. In *The Palgrave handbook of heterogeneity among family firms* (pp. 41-67). Palgrave Macmillan, Cham.
- Payne, G. T. (2018). Reflections on family business research: Considering domains and theory.
- Priyatno, D. (2017) SPSS; Panduan Mudah Olah Data bagi Mahasiswa dan Umum. Yogyakarta: Penerbit Andi.
- Rangkuti, Freddy. (2016). Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating dan OCAI. Jakarta: Gramedia Pustaka.
- Sangadji, Etta Mamang dan Sopiah. (2016). Perilaku Konsumen Pendekatan Praktis. Yogyakarta: CV Andi Offset.
- Sanusi A. (2016). Metodologi Penelitian Bisnis. Jakarta: Salemba Empat.
- Schumpeter, J. A. (2018). Innovative development of the economy in Kazakhstan. *BBK 65.01 M27*.