

REFERENCES

- Adi Nugroho, B. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Pada Rumah Makan Sate Ayam Pak Darmo Surakarta (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Amron, A. (2018). The influence of brand image, brand trust, product quality, and price on the customer's buying decision of MPV cars. European Scientific Journal, 14(13), 228-240.
- Ardhiansyah, N., Setyawati, S. M., & Yunanto, A. (2021). Impact Of Brand Trust On Customer Satisfaction And Customer Loyalty. *ICORE*, 5(1).
- Cuong, D. T., & Khoi, B. H. (2019). The Relationship between Service Quality, Satisfaction, Trust and Customer Loyalty A Study of Convenience Stores in Vietnam. Journal of Advanced Research in Dynamic and Control Systems, 11, 327-333.
- Dewi, W. S., Hasiholan, L. B., & Minarsih, M. M. (2016). Pengaruh Kualitas Produk, Kepercayaan Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening Studi Kasus Pada Susu Bebelac Di Giant Hypermarket Karangayu Semarang. Journal of Management, 2(2).
- Donald F. Kuratko (2017), "Corporate Entrepreneurship 2.0: Research Development and Future Directions", Foundations and Trends® in Entrepreneurship: Vol. 13: No. 6, pp 441-490.
- <http://dx.doi.org/10.1561/0300000082>

- Fletcher, D., & Adiguna, R. (2020). Ethnography: a much-advocated but underused qualitative methodology in published accounts of family business research. In *Handbook of Qualitative Research Methods for Family Business*. Edward Elgar Publishing.
- Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (edisikesembilan). Semarang: Universitas Diponogoro.
- Hayati, N., & Novitasari, D. (2017). An Analysis of Tourism Service Quality Toward Customer Satisfaction (Study on Tourists in Indonesia Travel Destinations to Bali). *International Journal of Marketing and Human Resource Management*, 8(2), 9-20.
- Hikmawati, F. (2018). Metodologi Penelitian. Depok: Rajawali Pers.
- Khemesh, S (2019) Entrepreneurship. from:researchgate.net
- 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.
- Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the practice of Cardiovascular Sciences*, 4(1), 33.
- Kurniawan, R. (2016). Analisis regresi. Prenada Media.
- Mahendra, K. P. (2019). Pengaruh Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan CV Mitra Perkasa Utomo. *Agora*, 7(1).
- Mahliza, F. (2020). Customer Trust in Online Purchase Decision. EPRA International Journal of Multidisciplinary Research (IJMR), 6(2).

- Malecki, E. J. (2018). Entrepreneurship and entrepreneurial ecosystems. *Geography compass*, 12(3), e12359.
- Murdifin Haming, A. Zulfikar Syaiful, Aditya Halim Perdana Kusuma Putra, & Imaduddin Murdifin. (2019). The Application of SERVQUAL Distribution In Measuring Customer Satisfaction of Retails Company. *유통과학연구*, 17(2), 25–31. <https://doi.org/10.15722/JDS.17.2.201902.25>
- Nugraha, N. M., Hakim, A. A., Fitria, B. T., & Hardiyanto, N. (2020). The Influence of Company Size, Asset Structure, Company Growth And Profitability on Debt Policy. *ECONOMICA: Jurnal Program Studi Pendidikan Ekonomi STKIP PGRI Sumatera Barat*, 9(1), 34-41.
- Payne, G. T. (2018). Reflections on family business research: Considering domains and theory.
- Priansa. Donni Junni (2017). Perilaku Konsumen dalam Bisnis Kontemporer. Bandung: Alfabeta
- Priyatno, D. (2017) *SPSS; Panduan Mudah Olah Data bagi Mahasiswa dan Umum*. Yogyakarta: Penerbit Andi.
- Propheto, A., Kartini, D., Sucherly, S., & Oesman, Y. (2020). Marketing performance as implication of brand image mediated by trust. *Management Science Letters*, 10(4), 741-746.
- Razminia, E., Mirsardoo, S., Shabani, S., & Shafiee, H. (2016). The Effect of Service Quality Dimensions on Customer Satisfaction: A Case Study of

- Saderat Bank of Iran. International Journal of Management, Accounting & Economics, 3(3), 202–210.
- Sanusi A. (2016). Metodologi Penelitian Bisnis. Jakarta: Salemba Empat.
- Setiawan, E., Wati, S., Wardana, A., & Ikhsan, R. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095-1102.
- Sudari, S., Tarofder, A., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385-1396.
- Sugiyono, (2017). Metode penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, dan R and D).
- Sutanto, J. E., & Djati, S. P. (2017). Effect Of Trust, Satisfaction, And Commitment On Customer Loyalty At The Alfamart Retail In Surabaya, East Java–Indonesia.
- Torang, Dr. Syamsir. (2016). Organisasi & Manajemen (Perilaku, Struktur, Budaya, & Perubahan Organisasi). Bandung : Alfabeta
- Yadav, M. K., & Rai, A. K. (2019). An Assessment of the Mediating Effect of Customer Satisfaction on the Relationship Between Service Quality and Customer Loyalty. *IUP Journal of Marketing Management*, 18(3), 7–23.