

## DAFTAR PUSTAKA

- Ahmad, Mukhtar and Misbahul Haq. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*.ISSN 1948-5468 2014, Vol. 5, No. 1. Doi:10.5296/jsr.v5i1.6568
- Akbar, Mohammad Muzahid and Noorjahan Parvez. (2009). Impact of Service Quality, Trust, and Customer Satisfaction on Customers Loyalty. Vol. 29 No. 1 (2009): (January-April)
- Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018). Impact of service quality, corporate image and perceived value on brand loyalty with presence and absence of customer satisfaction: A study of four service sectors of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2), 452-474.
- Belch G E, Belch M A (2004), Advertising and Promotion, 6th Edition
- Boulding, W., Kalra, A., Staelin, R. & Zeithaml, V. A. (1993). "A dynamic process model of service quality: from expectations to behavioral intentions". *Journal of Marketing Research*, 30 (February).
- Br Ginting, Dahlia.(2009). Structural Equation Model (SEM). *Journal of Media Informatia Vol.8 No.03*.
- Chandra, B. 2005. Pengantar Kesehatan Lingkungan. ECG. Jakarta.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance : The role of Brand Loyalty. *Journal of Marketing*, 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>.
- Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nd Edition) (2nd ed.). Routledge.
- Diayudha, Lanang. (2020). Industri Perhotelan di Indonesia pada Masa Pandemi Covid-19: Analisis Deskriptif. *Journal FAME: Journal Food and Beverage, Product and Services, Accomodation Industry, Entertainment Services*.

Delgado, M.R., Locke, H.M., Stenger, V.A., & Fiez, J.A., (2003). Dorsalstriatum Response Toreward and Punishment: Effect of Valence And Magnitude Manipulations. *Cognitive, Affective & Behavioral Neuroscience*, Vol. 3, No.1.

Doney, P. M. and Cannon, J.P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61, 35-51.

Djumarno, S. A., and Said, D, (2018), "Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction", *International Journal of Business and Management Invention*.

Essig, Michael, and Ulli Arnold. (2001). Electronic Procurement in Supply Chain Management: An Information Economics-Based Analysis of Electronic Markets. *The Journal of Supply Chain Management*. doi.org/10.1111/j.1745-493X.2001.tb00112.x

Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, Vol. 3, Issue 2, Jun 2013.

Grönroos, C., "The relationship marketing process: communication, interaction, dialogue, value" *Journal of Business & Industrial Marketing* 19, no. 2: 99-113, 2004.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate Data Analysis (8th ed.). Cengage Learning.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2). <https://doi.org/10.2753/MTP1069-6679190202>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2– 24. <https://doi.org/10.1108/ebr-11-2018-0203>

Hanif, Muhammad & Susi Evanita. (2022). "Service quality, customer satisfaction, and customer loyalty", *Journal of Operations Management and Information System Studies*, 2 (1), 2022, 36-47.

- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*.
- 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). <https://doi.org/10.1007/s11747-014-0403-8>
- Herviana, V, P, S. & Anik, L. A., (2018). "Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening (Effect of Product Quality and Price on Loyalty with Satisfaction as an Intervening variable)", Jurnal Ilmu Manajemen, 6(1).
- J. Gummerus, V. Liljander, M. Pura, and A. V. Riel, "Customer loyalty to content-based Web sites: the case of an online health-care service," *Journal of Services Marketing*, vol. 18, no. 3, pp. 175-186,2004.
- Joudeh, J. M., & Dandis, A. (2018). Service quality, customer satisfaction and loyalty in an internet service providers. *International Journal of Business and Management*, 13(8), 108-120
- Kertajaya, H. (2004). On brand: Elemen marketing. Bandung, ID: Mizan Publishing.
- Kotler, Philip. 2002. Principle of Marketing. New Jersey : Prentice Hall
- Kristianto, P.L. (2011). Psikologi pemasaran: Integrasi ilmu psikologi dalam kegiatan pemasaran. Yogyakarta, ID: Center for Academic Publishing Service (CAPS).
- Kundu, S, Saroj Kumar Datta, (2015) "Impact of Trust On The Relationship of e-Service Quality and Customer Satisfaction", EuroMed *Journal of Business*, Vol. 10 Issue: 1.
- Kustini, Nuruni Ika. (2011). Experimental Marketing, Emotional Branding, and Brand Trust, and Their Effect on Loyalty on Honda Motorcycle Product.

Liao , S. H., Y. C. Chung, Y. R. Hung, R. Widowati4. (2010). The Impacts of Brand Trust, Customer Satisfaction, and Brand Loyalty on Word-of-Mouth. Republic of China, under contract No. NSC 98-Z410-H-03Z -038 -MYZ.

M'zungu, S., Merrilees, B. & Miller, D. Brand management to protect brand equity: A conceptual model. *J Brand Manag* 17, 605–617 (2010). <https://doi.org/10.1057/bm.2010.15>

Morgan, R. M., and Hunt, S. D. (1994). The commitment trust theory of relationship marketing. *Journal of Marketing*, 58(2), 20–38.

Olson, J.C., & Dover, P.A. (1979). Disconfirmation of consumer expectations through product trial. *Journal of Applied Psychology*, 64(2): 179-189. DOI: 10.1037/0021-9010.64.2.179

Pratiwi, Hana and Rosmawati, Pipih and Usman, Osly, Effect of Price, Promotion, Brand Trust, and Customer Satisfaction on Customer Loyalty in Packaging Products Mineral Water Aqua (January 8, 2019). Available at SSRN: <https://ssrn.com/abstract=3312168> or <http://dx.doi.org/10.2139/ssrn.3312168>

Ribbink, D., Van Riel, A.C.R., Liljander, V. & Streukens, S. (2004). “Comfort your online customer: quality, trust and loyalty on the internet”, *Managing Service Quality*, 14.

Rifardieu, K., & Putu, N. M., (2018), “The Influence Of The Marketing Mix to The Loyalty Of Oppo Smartphone Users”, *E-Proceeding Of Management*, 5(1).

Rigdon, E. E. (2012). Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods. *Long Range Planning*, 45(5–6). <https://doi.org/10.1016/j.lrp.2012.09.010>

Ringle, C. M., Wende, S., & Becker, J.-M. (2015). “SmartPLS 3.” Boenningstedt. SmartPLS GmbH.

Riyanto, Andi. (2017). “Hubungan Kualitas Pelayanan Dengan Kepuasan Pelanggan Pada PDAM Cabang Cibadak Kabupaten Sukabumi”. *AMIK BSI Sukabumi*.

Rizwan Ullah Khan , Yashar Salamzadeh , Qaisar Iqbal & Shaohua Yang (2020): The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction, *Journal of Relationship Marketing*, DOI: 10.1080/15332667.2020.1840904

Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. & Sherazi., K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2). PP 105-110

Saputra, Rizki, and Citra K. Dewi, (2015). "The impact of brand trust on brand loyalty mediated by customer satisfaction: Case of Tokobagus.com (now OLX.co.id)". *Journal of Administrative and Business Studies* 2015, 1(1): 8-13.

Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons.

Setiawan, H., & Sayuti, A. J. (2017). Effect of Service Quality, customer trust, and corporate image on customer satisfaction and loyalty: an assessment of travel agencies customer in south sumatra indonesia. *IOSR Journal of Business and Management (IOSR JBM)* , 19(5).

Sitanggang, Juwita Magdalena Sitanggang, Sukaria Sinulingga, and Khaira Amalia Fachruddin.(2019).Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia.American *International Journal of Business Management (AIJBM)*. ISSN- 2379-106X, www.aijbm.com Volume 2, Issue 3 (March - 2019).

Sureshchanndra, G. S., Rajendran, C. & Anantharaman, R. N. (2003). "The relationship between service quality and customer satisfaction - a factor specific approach". *Journal of Service Makketin*g, 16 (4).

Tjiptono, F. (2012). Pemasaran Jasa. Yogyakarta: C.V Andi Offset.

Tjiptono, Fandy. (2012). Service Manajemen, Mewujudkan Layanan Prima. Yogyakarta: CV Andi Offset

Tjiptono, F. (2014). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Andi Offset, Yogyakarta.

Tumewu, Andreas Markus Tumewu, Sifrid Pangemanan, and Ferdinand Tumewu. (2017). Efek dari kepercayaan Pelanggan, Citra Merek, dan Kualitas Layanan terhadap Kesetiaan Pelanggan Dari Layanan E-Tiket Maskapai Penerbangan (Studi Terhadap Traveloka). *Jurnal EMBA*. Vol.5 No.2 Juni 2017, Hal. 552 - 563.

Uma Sekaran, & Roger Bougie. (2016). Research Method for Business Textbook (A Skill Building Approa). United States: John Wiley & Sons Inc.

Wantara, P. (2018). Effect of service quality and perceived value satisfaction and loyalty religious tourists visit Island Madura, Indonesia. *International Journal of Social Science and Economics Invention*, 2(04), 325-to.

Wantara, Pribanus and Muhammad Tambrin. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal* 2(1): 1-9 (2019)

Brand ambassador: Pengertian, 4 Jenis, Tugas, Tanggung jawab & Skills. Diakses dari <https://www.ekrut.com/media/brand-ambassador-adalah>. Diakses pada 20 Maret 2022.

Industri Pariwisata Indonesia. Diakses dari <https://www.indonesia-investments.com/id/bisnis/industri-sektor/pariwisata/item605>. Diakses pada 28 Maret 2022

Kaleidoskop 2021: Beragam Kabar Baik dari Industri Pariwisata di Tengah Kondisi Pandemi. Diakses dari <https://www.goodnewsfromindonesia.id/2021/12/08/kaleidoskop-2021-beragam->

kabar-baik-dari-industri-pariwisata-di-tengah-kondisi-pandemi. Diakses pada 9 April 2022.

Pariwisata Indonesia di Tengah Pandemi. Perpustakaan Fakultas Geografi UGM. Diakses dari <https://egsa.geo.ugm.ac.id/2021/02/11/pariwisata-indonesia-di-tengah-pandemi/>. Diakses pada 4 Juni 2022.

The Marketing Mix and the 4Ps of Marketing-Understanding How to Position Your Market Offering. Diakses dari [https://www.mindtools.com/pages/article/newSTR\\_94.htm](https://www.mindtools.com/pages/article/newSTR_94.htm). Diakses pada 20 Maret 2022

Traveloka. Diakses dari <https://www.traveloka.com/id-id/about-us>. Diakses pada tanggal 9 April 2022.

