

## DAFTAR PUSTAKA

- ADELINE, C. (2021). Pengaruh Brand Credibility Terhadap Word Of Mouth Melalui Customer Satisfaction Dan Customer Loyalty Pada Toko Sarinande Cilegon. *Jakarta: Universitas Pelita Harapan*.
- Aly, M. N., Rizma Outri, A. N., Rosyida, G., Hamidah, A., Ahmad, A. S., Suryani, H. A., A'yuni, A. Q., Khairunnisa, P. H., Rachmadicha, N. N., & Ilmi, I. Q. (2020). Panduan Aman "New Normal" Menghadapi Pandemi Covid-19. *Jurnal Layanan Masyarakat (Journal of Public Services)*, 4(2). <https://doi.org/10.20473/jlm.v4i2.2020.415-422>
- Andreas, J. (2012). Pengaruh Brand Credibility Terhadap Word Of Mouth Melalui Customer Satisfaction dan Customer Loyalty pada Giant Hypermarket di Surabaya. *Jurnal Universitas Katolik Widya Mandala Surabaya*, 16(4).
- Ayuni, R. F. (2017). Forecasting Of Satisfaction And Revisit Intention Of Indonesia Shoppers In Shopping Malls. *Jurnal Ilmiah Manajemen*, VII(2).
- B2042152001, A. C. (2019). Analisis Pengaruh Celebrity Endorser Dan Product Quality Terhadap Buying Decision Serta Dampaknya Pada Satisfaction (Survei Pada Konsumen Produk Kosmetik Rossa Beauty Di Kota Pontianak). *Equator Journal of Management and Entrepreneurship (EJME)*, 8(1). <https://doi.org/10.26418/ejme.v8i1.38283>
- Cahyati, A. V. (2015). Analisis Pengaruh Kepercayaan terhadap kesetiaan nasabah perbankan Syariah di Jakarta. *Indonesia One Search by Perpunas : Universitas Bakrie*.
- Chen, J. S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2). <https://doi.org/10.1108/09596110110381870>
- Chen, Z., & Yuan, M. (2020). Psychology of word of mouth marketing. In *Current Opinion in Psychology* (Vol. 31). <https://doi.org/10.1016/j.copsy.2019.06.026>

- Ciawi, D. (2021). Analisis Pengaruh Service Quality, Food Quality Atmospheric, Other Customers, Price, Restaurant Reputation, Variety Seeking Tendency Terhadap Revisit Intention Melalui Customer Satisfaction Dan Trust Pada Pelanggan Boncafe Manyar Kertoarjo Di Surabaya. *Jakarta: Universitas Pelita Harapan*.
- Cole, S., & Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences The long-distance hiking social world of the Pacific Crest Trail View project. *Article in Journal of Travel & Tourism Marketing, 16(1)*.
- Cole, S. T., & Chancellor, H. C. (2009). Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing, 15(4)*. <https://doi.org/10.1177/1356766709335831>
- Cuong, D. T. (2020). The impact of brand credibility and perceived value on customer satisfaction and purchase intention at fashion market. *Journal of Advanced Research in Dynamical and Control Systems, 12(3 Special Issue)*. <https://doi.org/10.5373/JARDCS/V12SP3/20201308>
- Delina, A. P., & Rahmidani, R. (2018). Pengaruh Kepercayaan Dan Switching Cost Terhadap Loyalitas Pelanggan Apotek Kimia Farma Cabang Ahmad Yani. *Jurnal Ecogen, 1(4)*. <https://doi.org/10.24036/jmpe.v1i1.4742>
- Edy Wibowo, A., & Silitonga, F. (2020). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Intention To Use Jasa Transportasi Pt. Batam Fast Ferry Di Kota Batam. *Jurnal Cafeteria, 1(2)*. <https://doi.org/10.51742/akuntansi.v1i2.145>
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research, 31(1)*. <https://doi.org/10.1086/383434>
- Faida, A. N., Pangestuti, E., & Supriono. (2019). Analisis Strategi Service Recovery Sebagai Upaya Mempertahankan Layanan (Studi Pada PT Garuda Indonesia). *Jurnal Administrasi Bisnis (JAB), 72(1)*.
- Fandy, T. (2011). Service Management Mewujudkan Layanan Prima. Edisi 2. *Andi. Yogyakarta*.

- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis Dan Disertasi Ilmu Manajemen*. Edisi kelima. In *Badan Penerbit Universitas Diponegoro*.
- Fitri, S. (2018). Analisis SWOT Pelayanan Diva Family Karaoke Salemba Jakarta untuk Meningkatkan Kepuasan dan Loyalitas Pelanggan. *Widya Cipta: Jurnal Sekretari dan Manajemen*, 2(2), 201-208.
- Ghozali, & Latan. (2015). *Partial Least Square (PLS) Konsep, Teknik dan Aplikasi menggunakan program SmartPLS 3.0*. Semarang : Badan Penerbit UNDIP.
- Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. In *MIT Press Books*.
- Hair, et al. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks. In *Sage*.
- Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis: Pearson New International Edition*. In *British Library Cataloguing-in-Publication Data*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1). <https://doi.org/10.1108/EBR-11-2018-0203>
- Han, H., Back, K. J., & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*, 28(4). <https://doi.org/10.1016/j.ijhm.2009.03.005>
- Hawkins, D. I., & Mothersbaugh, D. L. (2019). *Consumer BEHAVIOR. Building Marketing Strategy* (11th ed.). *Mc Graw Hill Education*.
- Henseler, J. (2015). *Discriminant Validity: Check Out How To Use The New HTMT Criterion! A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.

- Hill, N., & Alexander, J. (2017). The handbook of customer satisfaction and loyalty measurement. In *The Handbook of Customer Satisfaction and Loyalty Measurement*. <https://doi.org/10.4324/9781315239279>
- Huang, H., Lunhua Mao, L., Wang, J., & Zhang, J. J. (2015). Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: the Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*, 16(4). <https://doi.org/10.1108/IJSMS-16-04-2015-B005>
- I Made Laut Mertha Jaya. (2020). Metode Penelitian Kuantitatif dan Kualitatif: Teori, Penerapan, dan Riset Nyata. In *Anak Hebat Indonesia*.
- Jannah, L. M., Safitri, N., Prasetyo, B., & Syarien, M. I. A. (2014). Metode Penelitian Kuantitatif. In *Buku Materi Pokok*.
- Jogiyanto, & Abdillah, W. (2009). Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris. *Yogyakarta: BPFE*.
- Jörg, & Henseler. (2016). Testing moderating effects in PLS path models with composite variables For Authors Guest editorial. *Industrial Management & Data Systems Industrial Management*, 116(116).
- Kazemi, A., PaEmami, V. M., Abbaszadeh, A., & Pourzamani, J. (2013). Impact of Brand Identity on Customer Loyalty and Word of Mouth Communications, Considering Mediating Role of Customer Satisfaction and Brand Commitment. (Case Study: Customers of Mellat Bank in Kermanshah). *International Journal of Academic Research in Economics and Management Sciences*, 2(4). <https://doi.org/10.6007/ijarems/v2-i4/1>
- Kim, H. K., Lee, K. Y., & Baek, W. Y. (2020). Effect of celebrity athlete endorsement on sporting goods consumers' brand passion and loyalty. *Social Behavior and Personality*, 48(5). <https://doi.org/10.2224/sbp.9117>
- Kotler, P. (2016). Principles of marketing (11 ed.). In *New York: Pearson International*.
- Kotler, P., & Keller, K. L. (2011). Manajemen Pemasaran edisi 13 jilid 1 dan 2, Alih Bahasa: Bob Sabran. In *Jakarta: Erlangga*.

- Kurniawan, E. D. (2015). Pengaruh Relationship Marketing dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen (Studi Kasus Pada Konsumen Katering Anggrek Semarang). *JURUSAN MANAJEMEN FAKULTAS EKONOMI UNIVERSITAS NEGERI SEMARANG*.
- Kusuma, A., Pelita, U., Dewi, H., Wuisan, S., & Harapan, U. P. (2021). Effect Of Brand Credibility To Word Of Mouth Via Customer Satisfaction And Customer Loyalty At Hypermart Cyberpark Karawaci. In *Jurnal Ilmu Manajemen* (Vol. 18, Issue 1).
- Lee, Y. K. (2016). Impact of government policy and environment quality on visitor loyalty to Taiwan music festivals: Moderating effects of revisit reason and occupation type. *Tourism Management*, 53. <https://doi.org/10.1016/j.tourman.2015.10.004>
- Lin, H. C., Han, X., Lyu, T., Ho, W. H., Xu, Y., Hsieh, T. C., Zhu, L., & Zhang, L. (2020). Task-technology fit analysis of social media use for marketing in the tourism and hospitality industry: a systematic literature review. *International Journal of Contemporary Hospitality Management*, 32(8). <https://doi.org/10.1108/IJCHM-12-2019-1031>
- Matzler, K., Bailom, F., Hinterhuber, H. H., Renzl, B., & Pichler, J. (2004). The asymmetric relationship between attribute-level performance and overall customer satisfaction: A reconsideration of the importance-performance analysis. *Industrial Marketing Management*, 33(4). [https://doi.org/10.1016/S0019-8501\(03\)00055-5](https://doi.org/10.1016/S0019-8501(03)00055-5)
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of customer satisfaction on customer loyalty and intentions to switch: evidence from banking sector of Pakistan. *International Journal of Business and Social Science*, 2(16).
- Murad, S.E., M. Si, S. (2016). Pengaruh Kreatifitas Iklan Terhadap Keputusan Pembelian Produk Smartfren Di Kota Banda Aceh (Studi pada Pelanggan Smartfren di Kota Banda Aceh). *Jurnal Ilmiah Manajemen Muhammadiyah Aceh*, 6(1). <https://doi.org/10.37598/jimma.v6i1.507>

- Oh, H. (2002). Transaction Evaluations and Relationship Intentions. *Journal of Hospitality and Tourism Research*, 26(3).  
<https://doi.org/10.1177/1096348002026003005>
- Othman, M., Kamarohim, N., & Nizam, F. M. (2017). Brand credibility, perceived quality and perceived value: A study of customer satisfaction. *International Journal of Economics and Management*, 11(3 Special Issue), 763–775.
- Pengaruh Experiential Marketing terhadap Minat Beli Ulang dan Word Of Mouth dengan Customer Satisfaction sebagai Variabel Intervening ( Studi Kasus Legend Coffee Yogyakarta ). (2020). *Jurnal Ekobis Dewantara*, 2(3).  
[https://doi.org/10.26460/ed\\_en.v2i3.1597](https://doi.org/10.26460/ed_en.v2i3.1597)
- Qauliyah, F. (2018). Pengaruh Kepuasan Pelanggan Dan Kredibilitas Merek Terhadap Keputusan Pembelian Dengan Word Of Mouth Sebagai Variabel Moderasi Pada Pengguna Smartphone Samsung Di Kota Makassar. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Rahmawati, D., Mabruhi, Z. K., & Widoyoko, R. D. T. (2018). Pemerolehan Bahasa Siswa Tunarungu Kelas B Slb Ykk Pacitan Tahun Pelajaran 2016/2017 (Tinjauan Psikolinguistik). *Prakerta (Jurnal Penelitian ...)*, 01.
- Rifai, N. (2015). Penyesuaian Diri pada Remaja yang Tinggal di Panti Asuhan (Study Kasus Pada Remaja Yang Tinggal di Panti Asuhan Yatim Piatu Muhammadiyah Klaten). *Skripsi*.
- Rizwan, M., Javed, P. A., Aslam, J., Khan, R., & Bibi, H. (2014). The relationship of Brand Commitment, Brand Credibility, Perceived Quality, Customer Satisfaction and brand loyalty: an empirical study on Stylo shoes. *Journal of Sociological Research*, 5(1). <https://doi.org/10.5296/jsr.v5i1.6572>
- Rosita, R., Budiasningrum, R. S., Karomah, N. G., & Estiana, R. (2021). Menganalisis Varian Produk, Promosi, Harga, Brand Image Terhadap Loyalitas Pelanggan Apotek Rizal Bekasi Di Era Pandemi Covid-19. *Jurnal Lentera Bisnis*, 10(3). <https://doi.org/10.34127/jrlab.v10i3.468>
- Sekaran, Uma & Bougie, Roger. (2016). Research Method for Business Textbook (A Skill Building Approach), 7<sup>th</sup> Ed. *United States: John Wiley & Sons Inc.*

- Sholihin, M., & Ratmono, D. (2021). Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis. In *Andi Offset*.
- Siregar, B. (2019). Framing Berita Capres-Cawapres pada Pilpres 2019 di Harian Umum Republika dan Koran Tempo. *Komunikologi*, 16(1).
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53. <https://doi.org/10.1016/j.tourman.2015.09.006>
- Suh, J. C., & Yi, Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement. *Journal of Consumer Psychology*, 16(2). [https://doi.org/10.1207/s15327663jcp1602\\_5](https://doi.org/10.1207/s15327663jcp1602_5)
- Sutopo, Santoso, N., & Hernowo, J. arwadi B. (2017). Pola Penggunaan Ruang Dan Waktu Kelompok Burung Air Pada Ekosistem Mangrove Muara Bengawan Solo Kabupaten Gresik. *Media Konservasi*, 22(2).
- Suwardy, A., Aprian, H., & Aprillino, Y. (2020). The Impact Of Perceived Price Justice And Satisfaction On Loyalty: The Mediating Effect Of Revisit Intention Of Forever 21. *Tangerang: Universitas Pelita Harapan*.
- Sweeney, J., & Swait, J. (2008). The effects of brand credibility on customer loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179–193. <https://doi.org/10.1016/j.jretconser.2007.04.001>
- Thao, N. T. P., & Trang, B. T. Q. (2018). Characteristics of Green Hotels' Potential Customers: A Case of Vietnamese Domestic Tourists. *VNU Journal of Science: Economics and Business*, 34(5E). <https://doi.org/10.25073/2588-1108/vnueab.4196>
- Trenggonowati, D. L., & Bimantara, G. I. (2018). Pengendalian Kualitas Cacat Karton Divisi Noodle Dengan Menggunakan Metode Six Sigma Di Pt Indofood Cbp Sukses Makmur, Tbk. *Teknika: Jurnal Sains Dan Teknologi*, 14(2). <https://doi.org/10.36055/tjst.v14i2.5868>
- Um, S., Chon, K., & Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>

- Uswati, T. S. (2015). Penggunaan Bahasa Ilmiah pada Penulisan Skripsi: Problematika dan Alternatif Solusinya. *Journal Indonesian Language Education and Literature*, 1(1).
- Vardiansyah, D. (2018). Kultivasi Media Dan Peran Orangtua : Aktualisasi Teori Kultivasi Dan Teori Peran Dalam Situasi Kekinian. *Komunikologi*, 15(1).
- Vena Swara, N. N. A. A., & Dewi Putri, N. M. K. (2018). PERAN WORD OF MOUTH MEMEDIASI PENGARUH KEPUASAN TERHADAP LOYALITAS KONSUMEN PADA GREEN PRODUCT MEREK ORIFLAME DI KOTA DENPASAR. *WIDYA MANAJEMEN*, 1(1). <https://doi.org/10.32795/widyamanajemen.v1i1.208>
- Wagemans, J. (2005). Encyclopedia of Social Measurement. *Encyclopedia of Social Measurement*.
- Wong, K. K. K.-K. (2013). 28/05 - Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24(1).
- Wu, H. C., Ai, C. H., Yang, L. J., & Li, T. (2015). A Study of Revisit Intentions, Customer Satisfaction, Corporate Image, Emotions and Service Quality in the Hot Spring Industry. *Journal of China Tourism Research*, 11(4). <https://doi.org/10.1080/19388160.2015.1110545>