

## DAFTAR PUSTAKA

- Aldaihani, F. M. F., & Ali, N. A. B. (2018). Impact of social customer relationship management on customer satisfaction through customer empowerment: A study of Islamic Banks in Kuwait. *International Research Journal of Finance and Economics*, 170(170), 41-53.
- Ali, M., Kan, K. A. S., & Sarstedt, M. (2016). Direct and configurational paths of absorptive capacity and organizational innovation to successful organizational performance. *Journal of business research*, 69(11), 5317-5323.
- Al-Suraihi, W. A., Al-Suraihi, A. H. A., Ibrahim, I., Al-Tahitah, A., & Abdulrab, M. (2020). The Effect of Customer Relationship Management on Consumer Behavior: A Case of Retail Industry in Malaysia. *International Journal of Management and Human Science (IJMHS)*.
- Alwi, S. F. S., Ali, S. M., & Nguyen, B. (2017). The importance of ethics in branding: Mediating effects of ethical branding on company reputation and brand loyalty. *Business Ethics Quarterly*, 27(3), 393-422.
- Amani, D. (2023). How do COVID-19 preventive measures build corporate reputation: focus on the hospitality industry in Tanzania. *International Hospitality Review*.
- Arora, K., & Bist, A. S. (2020). Artificial intelligence based drug discovery techniques for covid-19 detection. *Aptisi Transactions on Technopreneurship (ATT)*, 2(2), 120-126.
- Arshad, T., Zahra, R., & Draz, U. (2016). Impact of Customer Satisfaction on Image, Trust, Loyalty and the Customer Switching Behavior in Conventional and Islamic Banking: Evidence from Pakistan. *American journal of Business and Society*, 1(3), 154-165
- Arslanagic-Kalajdzic, M., & Zabkar, V. (2017). Is perceived value more than value for money in professional business services?. *Industrial Marketing Management*, 65, 47-58.
- Baker Hughes (2023) Brand Bently Nevada. [www.bakerhughes.com](http://www.bakerhughes.com) (diakses 02-03-2023)
- Bintoro, B. K., Lutfiani, N., & Julianingsih, D. (2023). Analysis of the Effect of Service Quality on Company Reputation on Purchase Decisions for Professional Recruitment Services. *APTISI Transactions on Management (ATM)*, 7(1), 35-41.

- Bögel, P. M. (2019). Company reputation and its influence on consumer trust in response to ongoing CSR communication. *Journal of Marketing Communications*, 25(2), 115-136.
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2018). Satisfaction, image and loyalty: new versus experienced customers. *European journal of marketing*.
- Carroll, C. E. (2017). Corporate reputation and the news media: The origin story. *Corporate Reputation Review*, 20, 165-170.
- Cavaliere, et.al., (2021). The Impact of Customer Relationship Management on Customer Satisfaction and Retention: The Mediation of Service Quality. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(3), 22107-22121.
- Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A., Ghosh, S. K., & Chaudhuri, S. (2021). Social customer relationship management factors and business benefits. *International Journal of Organizational Analysis*, 29(1), 35-58.
- Chen, Jui-Lung (2016). The Impact of Bed and Breakfast Atmosphere, Customer Experience, and Customer Value on Customer Voluntary Performance: A Survey in Taiwan. *Asia Pacific Journal of Tourism Research*, 20(5), 541–562. doi:10.1080/10941665.2014.908228
- Chen, S. C. (2021). Customer value and customer loyalty: Is competition a missing link?. *Journal of retailing and consumer services*, 22, 107-116.
- Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence & Planning*, 25(6), 563-580.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122, 608-620.
- de Souza, Á. A., Damacena, C., Araújo, C. F., & Seibt, N. G. (2020, October). The Influence of Customer Participation and Convenience on Customer Satisfaction: A multiple mediation. In *CLAV 2020*.
- Dibyó, B., Mangifera, L., Putri, P. A. K., & Wardani, S. F. A. (2021). Effectiveness of customer relationship management (CRM) and customer satisfaction on shopee customer loyalty. *Issues on Inclusive Growth in Developing Countries*, 2(1), 31-40.

- Dimiyati, M., & Subagio, N. A. (2016) Impact of service quality, price, and brand on loyalty with the mediation of customer satisfaction on Pos Ekspres in East Java. *Mediterranean Journal of Social Sciences*, 7(4), 74.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287-308.
- Eid, R. (2015). Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study. *International journal of tourism research*, 17(3), 249-260.
- Ekhsan, M. (2022). The Effect of E-recruitment on Interest in Applying for Jobs with Company Reputation as a Mediation Variable. *Journal of Research in Business, Economics, and Education*, 4(1), 41-49.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332.
- El-Adly, M. I., & Eid, R. (2016). An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. *Journal of Retailing and Consumer Services*, 31, 217-227.
- Eliyin , et.al., (2022). Company Reputation, Product Quality and Price Affect Customer Loyalty One-Door Refrigerator Products in Takengon City. *International Journal of Science, Technology & Management*, 3(4), 929-944
- Fatma, M., Rahman, Z., & Khan, I. (2015). Building company reputation and brand equity through CSR: the mediating role of trust. *International journal of bank marketing*.
- Foltean, F. S., Trif, S. M., & Tuleu, D. L. (2019). Customer relationship management capabilities and social media technology use: Consequences on firm performance. *Journal of business research*, 104, 563-575.
- Gajewska, T., Zimon, D., Kaczor, G., & Madzik, P. (2019). The impact of the level of customer satisfaction on the quality of e-commerce services. *International Journal of Productivity and Performance Management*
- Gangi, F., Daniele, L. M., & Varrone, N. (2020). How do corporate environmental policy and corporate reputation affect risk-adjusted financial performance?. *Business Strategy and the Environment*, 29(5), 1975-1991.
- Garg, R., Rahman, Z., Qureshi, M., & Kumar, I. (2016). Identifying and ranking critical success factors of customer experience in banks: An analytic hierarchy process

(AHP) approach. *Journal of Modelling in Management*, 7(2), 201-220.  
<https://doi.org/10.1108/17465661211242813>

- Ginesti, G., Caldarelli, A., & Zampella, A. (2018). Exploring the impact of intellectual capital on company reputation and performance. *Journal of Intellectual Capital*.
- Goranda, I.R., Nurhayati, P., & Simanjuntak, M., (2021). Analysis of Consumer Satisfaction and Loyalty Factors with CRM Approach in Agribusiness E-commerce Company. *Journal of Consumer Science*, 6(2), 111-128
- Gorondutse, A. H., & Hilman, H. (2014). Mediation effect of customer satisfaction on the relationships between service quality and customer loyalty in the Nigerian foods and beverages industry: Sobel test approach. *International Journal of Management Science and Engineering Management*, 9(1), 1-8.
- Griffin, Jill. (2016). *Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*. Jakarta : Erlangga.
- Guerola-Navarro, V., Gil-Gomez, H., Oltra-Badenes, R., & Soto-Acosta, P. (2022). Customer relationship management and its impact on entrepreneurial marketing: A literature review. *International Entrepreneurship and Management Journal*, 1-41.
- Guerola-Navarro, V., Oltra-Badenes, R., Gil-Gomez, H., & Fernández, A. I. (2021). Customer relationship management (CRM) and Innovation: A qualitative comparative analysis (QCA) in the search for improvements on the firm performance in winery sector. *Technological Forecasting and Social Change*, 169, 120838.
- Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84-93.
- Hayati, I., & Al Muddatstsir, U. (2019, October). Effects Of Customer Relationship Management On Customer Loyalty. In *Proceedings of the 1st International Conference on Economics, Management, Accounting and Business, ICEMAB 2018*, 8-9 October 2018, Medan, North Sumatra, Indonesia.
- Herman, L. E., Sulhaini, S., & Farida, N. (2021). Electronic customer relationship management and company performance: Exploring the product innovativeness development. *Journal of Relationship Marketing*, 20(1), 1-19.
- Ingenbleek, P. T. (2020). The endogenous African business: Why and how it is different, why it is emerging now and why it matters. In *Contemporary Issues and Prospects in Business Development in Africa* (pp. 41-51). Routledge.

- Javed, F., & Cheema, S. (2017). Customer satisfaction and customer perceived value and its impact on customer loyalty: the mediational role of customer relationship management. *The Journal of Internet Banking and Commerce*, 1-14.
- Jones, T., & Taylor, S. F. (2017). The conceptual domain of service loyalty: how many dimensions? *Journal of Services Marketing*, 21, 36-51. <http://dx.doi.org/10.1108/08876040710726284>
- Juanamasta,I.G.,Nopita Wati, N.M., & Hendrawati,E. (2019). The Role of Customer Service Through Customer Relationship Management (CRM) to Increase Customer Loyalty and Good Image. *International Journal of Scientific & Technology Research* , 8 (10) : 2004-2007
- Junaidi, J., Khasanah, N. N., & Nurdiono, N. (2016). the effects of company size, company risk and auditor's reputation on tenure: an artificial rotation testing. *Journal of Indonesian Economy and Business*, 31(3), 247-259.
- Keshavarz, Y., & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of tourism cities*, 4(2), 220-244.
- Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut).
- Khan, M. M., & Fasih, M. (2014). Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 8(2), 331-354.
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *Journal of Relationship Marketing*, 21(1), 1-26.
- Kim, E. B., & Yang, H. (2017). The effect of service quality and company reputation on customer satisfaction and loyalty in mobile payment: Moderating effects of switching barriers. *Journal of Service Research and Studies*, 7(2), 17-41.
- Kotler, P & Armstrong. (2017). *Principles of Marketing*, fifteenth edition. Harlow: Pearson Education Limited
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management, Global Marketing*, 15 th Editon (15 th Edit). Pearson Education Limited. Inc.
- Krishnan, T. N., & Scullion, H. (2017). Talent management and dynamic view of talent in small and medium enterprises. *Human Resource Management Review*, 27(3), 431-441.

- Ladeira, W. J., Santini, F. D. O., Sampaio, C. H., Perin, M. G., & Araújo, C. F. A (2016). meta-analysis of satisfaction in the banking sector. *International Journal of Bank Marketing*, 34, (6),798-820
- Leem, C. S., & Yoon, Y. (2014). A maturity model and an evaluation system of software customer satisfaction: The case of software companies in Korea. *Industrial Management & Data Systems*.
- Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450-465.
- Li, Y., Huang, J., & Song, T. (2019). Examining business value of customer relationship management systems: IT usage and two-stage model perspectives. *Information & Management*, 56(3), 392-402.
- Libai, B., Bart, Y., Gensler, S., Hofacker, C. F., Kaplan, A., Kötterheinrich, K., & Kroll, E. B. (2020). Brave new world? On AI and the management of customer relationships. *Journal of Interactive Marketing*, 51(1), 44-56.
- Lubis,et.al., (2020). The Influence of Customer Relationship Management (CRM) indicators on Customer Loyalty of Sharia based Banking System. *Journal Management Marketing Review*, 5(1), 84-92
- Maidi (2014) 'Influence Customer Relationship Management to Customer Loyalty PT. Moga Djaja in Surabaya', the *Journal of Science and Research*, Vol. 3 No. 8.
- Malau, H. (2017). *Manajemen Pemasaran*. CV. Alfabeta. Bandung
- Mang'unyi, E. E., Khabala, O. T., & Govender, K. K. (2018). Bank customer loyalty and satisfaction: the influence of virtual e-CRM. *African Journal of Economic and Management Studies*.
- 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.
- Migdadi, M. M. (2021). Knowledge management, customer relationship management and innovation capabilities. *Journal of Business & Industrial Marketing*, 36(1), 111-124.
- Moorthy, K., En Chee, L., Chuan Yi, O., Soo Ying, O., Yee Woen, O., & Mun Wei, T. (2017). Customer loyalty to newly opened cafés and restaurants in Malaysia. *Journal of Foodservice Business Research*, 20(5), 525-541.
- Mosa, R. A. (2022). The Influence of E-Customer Relationship Management on Customer Experience in E-Banking Service. *Soc. Sci*, 12(2), 193-215.

- Munaiah, J., & Krishnamohan, G. (2017). Customer relationship management in banking sector. In National Conference on Marketing and Sustainable Development (Vol. 10, No. 4, pp. 334-341).
- Nenadál, J., Vykydal, D., & Tylečková, E. (2021). Complex Customer Loyalty Measurement at Closed-Loop Quality Management in B2B Area—Czech Example. *Sustainability*, 13(5), 2957.
- Nguyen, H. T., Nguyen, H., Nguyen, N. D., & Phan, A. C. (2018). Determinants of customer satisfaction and loyalty in Vietnamese life-insurance setting. *Sustainability*, 10(4), 1151.
- Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 91, 102414.
- Osman, Z., Mohamad, L., & Mohamad, R. (2016). Empirical study of the direct relationship of service quality, customer satisfaction and bank image to customer loyalty in the Malaysian commercial banking industry. *American Economic Journal*, 5 (2), 168-176.
- Oyenuga, M., Andah, R. A., Orji, M. G., & Agabi, A. U. (2019). Effects of customer relationship management on product innovation in Nigeria. A Case Study of Xerox HS Nigeria Limited. *American Journal of Theoretical and Applied Business*, 5(4), 113-126.
- Özkan, P., Süer, S., Keser, İ.K. & Kocakoç, İ.D. (2019). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation, *International Journal of Bank Marketing*, 38(2), 384-405.
- Ozuem, W., Thomas, T., & Lancaster, G. (2016). The influence of customer loyalty on small island economies: an empirical and exploratory study. *Journal of Strategic Marketing*, 24(6), 447-469.
- PT. Profluid (2023) Company Profile. <http://pt-profluid.com/wp-content/uploads/2016/06/katalog-PROFLUID-OIL-AND-GAS.pdf> (diakses 10-02-2023)
- Qiu, H., Ye, B. H., Bai, B., & Wang, W. H. (2016). Do the roles of switching barriers on customer loyalty vary for different types of hotels?. *International Journal of Hospitality Management*, 46, 89-98.
- Quoquab, F., Mohamed Sodom, N. Z., & Mohammad, J. (2020). Driving customer loyalty in the Malaysian fast food industry: The role of halal logo, trust and perceived reputation. *Journal of Islamic Marketing*, 11(6), 1367-1387.

- Rahimi, R., Köseoglu, M. A., Ersoy, A. B., & Okumus, F. (2017). Customer relationship management research in tourism and hospitality: a state-of-the-art. *Tourism review*, 72(2), 209-220.
- Rangriz, H., & Bayrami Shahrivar, Z. (2019). The impact of E-CRM on customer loyalty using data mining techniques. *BI Management Studies*, 7(27), 175-205.
- Rojas-de-Gracia, M. M., Casado-Molina, A. M., & Alarcón-Urbistondo, P. (2021). Relationship between reputational aspects of companies and their share price in the online environment. *Technology in Society*, 64, 101500.
- Romero, Maria José Miquel, Eva María CaplliureGiner, and Consolación Adame-Sánchez. (2014). Relationship Marketing Management: Its Importance in Private Label Extension. *Journal of Business Research Vol 67*, pp 667–672
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of business research*, 68(2), 341-350.
- Saepuloh, D., Firmansyah, D., & Aryantika, N. (2020). Satisfaction as a mediator impact quality of service Toward customer loyalty (Study on pt. prima Mixindo Utama Sukabumi city). *American Journal Of Social And Humanitarian Research*, 1(3), 32-50.
- Santhi, N. K. L. V., & Wirakusuma, M. G. (2021). The influence of Financial Performance on Company Reputation With Anti-Corruption Disclosure Area As A Moderating Variable. *American Journal of Humanities and Social Sciences Research*, 5(2), 85-92.
- Shahisa, A., & Aprilianty, F. (2022). The Effect of Gojek's Gamification Strategy (GoClub) Towards Customer Loyalty. *Asian Journal of Research in Business and Management*, 4(3), 214-228.
- Shahroudi, K., & Naimi, S. S. (2018). The impact of brand image on customer satisfaction and loyalty intention (case study: consumer of hygiene products). *International Journal of Engineering Innovations and Research*, 3(1), 57.
- Suwarno, B., Prassetyawan, A., & Abbas, M., (2023). Customer-Based Brand Equity, Company Reputation and Product Quality Effect on Customer Loyalty: Air Conditioner Retail Market in Medan. *International Journal of Science, Technology & Management*, 4(1), 44-53
- Swoboda, B., & Hirschmann, J. (2017). Perceptions and effects of cross-national corporate reputation: The role of Hofstede's cultural value approach. *International Marketing Review*.

- Syahfudin, E., & Ruswanti, E. (2017). The impact of service quality and brand image on customer loyalty mediated by customer satisfaction: In Indonesia banking industry. *UEU-Master-6266-International Journal*.
- Tien, N. H., Phu, P. P., & Chi, D. T. P. (2019). The role of international marketing in international business strategy. *International journal of research in marketing management and sales*, 1(2), 134-138.
- Valipour, A., Noraei, M., & Kavosh, K. (2018). A meta-analysis of customer loyalty in the banking services industry. *ASEAN Marketing Journal*, 10(2), 137-155.
- Villena, F., & Souto-Pérez, J. E. (2016). Sustainability, innovative orientation and export performance of manufacturing SMEs: An empirical analysis of the mediating role of corporate image. *Journal of Industrial Engineering and Management (JIEM)*, 9(1), 35-58.
- Walsh, G., Bartikowski, B., & Beatty, S. E. (2014). Impact of customer-based corporate reputation on non-monetary and monetary outcomes: The roles of commitment and service context risk. *British Journal of Management*, 25(2), 166-185.
- Walsh, G., Beatty, S. E., & Holloway, B. B. (2015). Measuring client-based corporate reputation in B2B professional services: scale development and validation. *Journal of Services Marketing*.
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177-193.
- Wang, H. M., Yu, T. H. K., & Hsiao, C. Y. (2021). The causal effect of corporate social responsibility and corporate reputation on brand equity: A fuzzy-set qualitative comparative analysis. *Journal of Promotion Management*, 27(5), 630-641.
- Widijanto, R. S. R., & Rachmat, B. (2019). Effect of bank commitment, bank communication and handling customer complaint on customer loyalty through customer satisfaction at PT bank central asia tbk of mojopahit Mojokerto sub-branch office. *International Journal of Multicultural and Multireligious Understanding*, 6(3), 49-60.
- Wijaya, I. G. N. S., Triandini, E., Kabnani, E. T. G., & Arifin, S. (2021). E-commerce website service quality and customer loyalty using WebQual 4.0 with importance performances analysis, and structural equation model: An empirical study in Shopee. *Register: Jurnal Ilmiah Teknologi Sistem Informasi*, 7(2), 107-124.

Wu, H. C., Cheng, C. C., & Hussein, A. S. (2019). What drives experiential loyalty towards the banks? The case of Islamic banks in Indonesia. *International Journal of Bank Marketing*.

Yamit, Zulian. (2016), *Manajemen Kualitas Produk dan Jasa*, Yogyakarta: Ekonosia

Yoo, M., & Bai, B. (2017). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management*, 33, 166-177.

