

## REFERENCES

- Adie Setyawan, N., & Yunianto Wibowo, B. (2023). Improving Business Productivity Performance Through Entrepreneurship Training And Entrepreneurship Self - Efficacy. *Jurnal Ekuilnomi*, 5(1), 2614–7181. <https://doi.org/10.36985/EKUILNOMI.V5I1.539>
- Algifari, 2023, *Statistika Deskriptif Plus*, Yogyakarta.
- Arini, T. B. (2020). Analisis penggunaan sistem layanan pelanggan pada dhl ekspres. *Jurnal Binar Darma*.
- Arsyanti, N. M. (2020). Analisis Pengaruh Kualitas Produk, Kualitas Layanan dan Keragaman Produk Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Minat Beli Ulang (Studi pada Toko Online Shopastelle, Semarang)," *Diponegoro Journal of Management*, vol. 5, no. 2, pp. 291-301.
- Azizulfikri, D., & Hapsari, R. D. V. (2023). PENGARUH KUALITAS LAYANAN LOGISTIK, CITRA MEREK, DAN PROMOSI PENJUALAN TERHADAP KEPUASAN PELANGGAN. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 2(4).
- Doyle, P. (2021). *Value-based marketing: Marketing strategies for corporate growth and shareholder value*. Chincester: John wiley & Sons Ltd
- Febiola, N., Banjarnahor, B. P., Mawarti, R., & Sembiring, H. F. (2021). The Effect of Promotion and Service Quality on Customer Satisfaction PT. Pbm Tao Abadi Jaya . *Advances In Transportation And Logistics Research* , 795-809.
- Gronroos, C. (2019). A Service Quality Model and Its Marketing Implications. *European Journal of Marketing*, 36-44.
- Hoffman , D., Novak , T., & Chatterjee, C. (2019). Commercial Scenarios for the Web: Opportunities and Challenges. *Journal of Computer-Mediated Coomunication* , 5(2).
- Kotler, P. and Keller, Kevin L. (2020): *Marketing Management*, 15th Edition New. Jersey: Pearson Pretice Hall, Inc. Pearce,
- Kumar V. Shah D. (2020). Building and sustaining profitable customer loyalty for the 21st century. *journal of Retailing*, 80: 317-330.
- Kurniasih, D. (2021). *Kepuasan Konsumen* (Achmad Rozi (ed.); 1st ed.). Bintang. Sembilan Visitama.

- Lampasa, Yunitawati. (2024). Kualitas Pelayanan Publik: Analisis sebelum dan sesudah Pemekaran Daerah. Bojong: NEM.
- Leonardo, R. M. (2021). Pengaruh Kualitas Layanan, Citra Merek, Dan Persepsi Harga terhadap Kepuasan Pelanggan jasa transportasi GOCAR di Kota Batam . *Riset Ekonomi Bidang Akuntansi dan Manajemen* , 78-85.
- Maharani, T. (2021). The Effect of Service Quality and Brand Image in the Air Cargo Industry on Customer Satisfaction and Loyalty of PT Garuda Indonesia. *International Conference on Business and Engineering Management (ICONBEM)*, 71-83.
- Marques, V., Marques, C. S., Santos , G., & Ramos , E. (2020). The impact of knowledge creation, acquisition and transfer on innovation in the healthcare sector. *Proceedings of the European Conference on Knowledge Management*, 494-502.
- Mu'ah, M., & Masram, M. (2021). Loyalitas pelanggan tinjauan aspek kualitas pelayanan dan biaya peralihan. Zifatama Publisher.
- Noviasari, R. A. (2023). Pengaruh Brand Image Dan Kualitas Layanan Terhadap Kepuasan Konsumen . *Journal Of Social Science Research*.
- Jonkisz, A., Karniej, P., & Krasowska, D. (2022). The Servqual Method as an Assessment Tool of the Quality of Medical Services in Selected Asian Countries. *Journal of Environment*, Vol 19 Issue 13.
- Parasuraman, A., & Zeithaml, V. (2020). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Prasetyo, B. D., & Febriani, N. S. (2020). Strategi Branding: Teori dan Perspektif Komunikasi dalam Bisnis. Malang. UP Press.
- Prawira, B. (2020). Pengaruh kualitas produk, citra merek dan persepsi. *Fakultas Ekonomi dan Bisnis Universitas Udayana* .
- Priadana, S., & Sunarsi, D. (2021). Metode Penelitian Kuantitatif. Tangerang: Pascal. Books.
- Putri, H. C. (2022). Pengaruh Brand Image, Harga dan Kualitas Produk Dan Content Marketing Terhadap Keputusan Pembelian Barang Thrift Melalui Instagram Di Solo Raya. Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK), 2, 455–466.  
<https://doi.org/https://doi.org/10.36441/snpk.vol2.2023.152>
- Rachmadi, T. (2020). The Power Digital Marketing. Jakarta: Tiga Book.

- Rust, R., & Oliver, R. (2022). Service Quality: Insights and Managerial Implications from the Frontier. In R.T. Rust & R.L. Oliver (Eds.). *Service Quality: New Directions in Theory and Practice*, 1-19.
- Sangadji, Etta Mamang; Sopiah. 2020. Perilaku Konsumen. Yogyakarta. Andi.
- Santoso, L. W., Febrian, W. D., Siburian, U. D., Ritonga, P. T., Suwarni, T., Rijal, S., Herdiansyah, D., Bilgies, A. F., & Sintesa, N. (2023). Pengantar Kewirausahaan. [https://books.google.co.id/books?id=\\_Z6vEAAAQBAJ](https://books.google.co.id/books?id=_Z6vEAAAQBAJ)
- Singarimbun, Masri & Sofian Effendi. (2024). Metode Penelitian Survei, Jakarta: LP3ES.
- Smith, A. J. (2023). Indicators of Effective Promotion Strategies. *Journal of Marketing Research*, 15(2), 123-136.
- Sotirios Zygiaris, Z. H. (2022). Service Quality and Customer Satisfaction in the post pandemic world; A study of Saudi Auto Care Industry . *Frontiers in Psychology* .
- Sumanto. (2020). Teori & Aplikasi Metodologi Penelitian Psikologi, Pendidikan, Ekonomi Bisnis, dan Sosial. Yogyakarta: ANDI OFFSET.
- Sunyoto, Danang. (2020). Teori Kuesioner dan Analisis Data Untuk. Pemasaran dan Perilaku Konsumen, Yogyakarta: Graha. Ilmu,
- Sutrisno , Tannady, H., Santoso , M. H., Karman, A., & Jayanto , I. (2022). Analysis of the Role of Service Quality, Price and Brand Image on Customer Satisfaction. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4071-7080.
- Suwartini dan Sumiyati. (2021). Produk Kreatif dan Kewirausahaan Akuntansi dan. Keuangan Lembaga. Jakarta:PT Gramedia Widiasarana Indonesia.
- Tjiptono, Fandy. (2021), Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian, Andi. Offset, Yogyakarta.
- Yusrizal, & Rahmati. (2022). Pengembangan instrumen efektif dan kuisisioner. Jakarta: Pale Media Prima.