

## BIBLIOGRAPHY

- Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
- ANGGI, A. (2018). *PENGARUH CUSTOMER EXPERIENCE TERHADAP CUSTOMER LOYALTY (Studi Kasus Pada Konsumen Starbucks Mall Cipinang Indah, Jakarta)* (Doctoral dissertation, Universitas Darma Persada).
- Babin, B.J., Hair, J.F. and Boles, J.S. (2008), “Publishing research in marketing journals using structural equations modeling”, *Journal of Marketing Theory and Practice*, Vol. 16 No. 4, pp. 279-285.
- Bramantyo, B. A., Sudirman, I., & Umar, F. (2022). The Influence of Service Quality and Customer Satisfaction The Influence of Service Quality and Customer Satisfaction on the Trust and Loyalty. *Hasanuddin Journal of Business Strategy*, 4(1), 62–72. <https://doi.org/10.26487/hjbs.v4i2.515>
- Cahyani, L., & Hidayat, R. (2019, Mei). Analisis Faktor Kualitas Pelayanan di Klinik Telkom University. Dalam *Konferensi Internasional Pertama tentang Ekonomi, Bisnis, Kewirausahaan, dan Keuangan (ICEBEF 2018)* (hlm. 558-562). Pers Atlantis.
- Chaerudin, S. M., & Syafarudin, A. (2021). The effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61-70.
- Chin, W.W. (1998), “The partial least squares approach for structural equation modeling”, in Marcoulides, G.A. (Ed.), *Modern Methods for Business Research*, Erlbaum, Mahwah, pp. 295-358.
- Dewanthi, A., Wulandari, K., & Made, N. (2017). *Peran Kepuasan Konsumen Dalam Memediasi Pengaruh Experiential Marketing Terhadap Loyalitas Konsumen* (Doctoral dissertation, Udayana University).
- Engel, J. F., & Roger, D. Blackwell, & Miniard (1995), *Consumer Behavior*.
- Ghozali, Imam. 2016. Metode Penelitian. Jakarta: Penerbit Universitas Diponegoro. Kotler, P., & Keller, K.L. (2009). *Manajemen pemasaran* Jilid 1. In Jakarta.

- Hair, J.F., Hult, G.T.M., Ringle, C. and Sarstedt, M. (2017a), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2nd ed., Sage, Thousand Oaks, CA.
- Hidayat, R. (2020). Pengaruh Harga Dan Kualitas Produk Terhadap Loyalitas Pelanggan Pt Dyantara Cipta Persada Di Bandung Tahun 2020. *eProceedings of Applied Science*, 6 (3).
- Hwang, J., & Seo, S. (2016). A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management*, 28(10), 2218-2246.
- Hwang, J., & Seo, S. (2016). A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management*, 28(10), 2218-2246.
- Kartawinata, B. R., Fakhri, M., Wardhana, A., Hidayat, A. M., & Putra, A. (2023, December). How reputation and risk increase company value through innovation. In International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023) (Vol. 12936, pp. 184-189). SPIE.
- Kartawinata, B. R., Wardhana, A., Akbar, A., & Dewi, A. R. C. (2021, August). The Effect of Confidence, Motivation, and Innovation on the Interest in Entrepreneurship of Indonesian Students (Case Study on Students at Telkom University). In Proceedings of the International Conference on Industrial Engineering and Operations Management (pp. 2055-2063).
- Kerlinger, F. N. (1967). Social attitudes and their criterial referents: A structural theory. *Psychological Review*, 74(2), 110.
- Linardi, E. (2020). Pengaruh Service Quality terhadap Customer Loyalty dengan Overall Customer Satisfaction sebagai Variabel Intervening di BCA Rungkut Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 12.
- Michelle, & Siagian, H. (2019). Pengaruh Kualitas Layanan dan Fasilitas Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Cafe Zybrick Coffee & Cantina. *Jurnal AGORA*, 7(1).

Muhibbah, Risma Ismatul & Wiyono, Azis Slamet. (2022) Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Selaku Variabel Intervening.. *Skripsi skripsi, FEBI/MBS*.

Nugraha, D. W., Ismail, H., Wardhana, A., Wijaksana, T. I., & Yunani, A. (2023, December). A systematic literature review: implementation of ERP systems in logistics companies supply chain management in developed and developing countries. In International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023) (Vol. 12936, pp. 257-264). SPIE.

Nugroh, WA, & Hidayat, R. (2017). Pengaruh Kenyamanan Dan Kepercayaan Terhadap Loyalitas Go-jek Di Bandung Tahun 2017 (studi Kasus Pada Pelanggan Go-jek Di Bandung). *EProsiding Ilmu Terapan*, 3 (3).

Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63(4\_suppl1), 33 44.

Öztuna, D., Elhan, A.H., & Tuccar, E. (2006). Investigation of four different normality tests in terms of *Type I* error rate and power under different distributions, *Turk. J. Med. Sci.* 36(3), 171–176. Ozili, P. K. (2023). *The Acceptable R-Square in Empirical Modelling for Social Science Research*. MPRA Paper No. 115769, University Library of Munich, Germany. Available at: <https://mpra.ub.uni-muenchen.de/115769/>

Prambudi, J., & Imantoro, J. (2021). Pengaruh Kualitas Produk Dan Harga Produk Terhadap Keputusan Pembelian Produk Pada Ukm Maleo Lampung Timur. *Jurnal Manajemen DIVERSIFIKASI*, 1(3), 687-704.

Purnomo, R. A. (2016). *Analisis statistik ekonomi dan bisnis dengan SPSS*. CV. Wade Group bekerjasama dengan UNMUH Ponorogo Press.

Putri, D. R. (2017). Pengaruh kualitas pelayanan kefarmasian terhadap kepuasan, kepercayaan, & loyalitas konsumen apotek. *Indonesian Journal for Health Sciences*, 1(1), 23-29.

R Rahmadani, C. A. (2019). Pengaruh Brand Image, Service Quality Dan Trust Terhadap Kepuasan Dan Loyalitas Nasabah Bank Bri Yogyakarta.

Rahmawan, M. D., Pradana, M., Yunani, A., & Nugraha, D. W. (2024, June). Data visualization of Indonesian housing development and mortgage channelling. In International Conference on Medical Imaging, Electronic Imaging,

Information Technologies, and Sensors (MIEITS 2024) (Vol. 13188, pp. 71-76). SPIE.

Sarker, M. A. S., & Uddin, N. B. (2017). Influence of service quality on customer satisfaction in *retail* banking: A study on some private commercial banks in Bangladesh. *Green University Review ISSN*, 22185283.

Simanjuntak, D. C. Y., & Purba, P. Y. (2020). Peran mediasi customer satisfaction dalam *customer* experience dan loyalitas pelanggan. *Jurnal Bisnis dan Manajemen*, 7(2).

Smirnov, N. (1948). Table for estimating the goodness of fit of empirical distributions. *The annals of mathematical statistics*, 19(2), 279-281.

Subagyo, A., Syari'udin, A., & Yunani, A. (2023). Determinant residential real estate of millennial *generation* in adapting housing microfinance case Indonesia chapter. *International Journal of Housing Markets and Analysis*, 16(5), 1007-1020.

Sugiyono. (2017). Metode penelitian kuantitatif, kualitatif dan R&D. Bandung: Alfabeta

Suntara, A. A., Widagdo, P. P., & Kamila, V. Z. (2023). Analisis Penerapan Model Unified Theory Of Acceptance And Use Of Technology (UTAUT) Terhadap Perilaku Pengguna Sistem Informasi Uang Kuliah Tunggal Universitas Mulawarman. *Kreatif Teknologi Dan Sistem Informasi (KRETISI)*, 1(1), 1–8. <https://doi.org/10.30872/kretisi.v1i1.275>

Sunyoto, D., & Saksono, Y. (2022). Perilaku konsumen.

Susanto, L., Yanti, Y., Viriany, V., & Wirianata, H. (2020). Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Akuntansi Mengikuti Uskad. *Jurnal Bina Akuntansi*, 7(2), 124-141.

Triandewi, E., & Tjiptono, F. (2013). Consumer intention to buy original brands versus *counterfeits*. *International Journal of Marketing Studies*, 5(2), 23.

Wardhana, A., Pradana, M., Syarifuddin, S., Alves, A., & Firmansyah, I. (2023, April). Marketing mix analysis of an Internet service provider in Indonesia. In *International Conference on Mathematical and Statistical Physics, Computational Science, Education, and Communication (ICMSCE 2022)* (Vol. 12616, pp. 75-79). SPIE.

Widodo, T. (2017). *Performance-based budgeting: evidence from Indonesia* (Doctoral dissertation, University of Birmingham).