

DAFTAR PUSTAKA

- Agustin, C., & Singh, J. (2005). Curvilinear effects of consumer loyalty determinants in relational exchanges. *Journal of marketing research*, 42(1), 96-108.
- Ahmad, R., & Buttle, F. (2002). Customer retention management: A reflection of theory and practice. *Marketing intelligence & planning*, 20(3), 149-161.
- Anderson, E. W., & Mittal, V. (1994). Strengthening the satisfaction-profit chain. *Journal of Service research*, 3(2), 107-120.
- Arifin, Z. (2009). *Evaluasi Pembelajaran*. Bandung: PT Remaja Rosdakarya.
- Arifin, Z. (2012). *Penelitian Pendidikan Metode dan Paradigma Baru*. Bandung: Remaja Rosda Karya.
- Azize, S., Z. Cemal, & K. Hakan. (2012). Does Brand Communication Increase Brand Trust? The Empirical Research on Global Mobile Phone Brands. *The 8th International Strategic Management Conference*, 58, 1361-1369.
- Bansal, H. S., & Taylor, S. F. (1992). The service provider switching model (spsm) a model of consumer switching behavior in the services industry. *Journal of service Research*, 2(2), 200-218.
- Bolton, R. N., C. B. Bhattacharya. (2000). Relationship Marketing in Mass Markets, *Handbook of Relationship Marketing*. Jagdish N. Sheth and Atul Parvatiyar (Eds.). Sage Publications: Thousand Oaks, CA, 327-54.
- Bruhn, M. (2003). *Relationship marketing: Management of customer relationships*. Pearson Education.
- Budiarto, T., & Ciptono, F. (1997). Pemasaran Internasional. *Edisi Pertama*. Yogyakarta: BPFE.
- Buttle, F. (2004). *Customer relationship management*. Routledge.
- Buttle, F. (2009). *Customer Relationship Management Concepts and Technologies (2nd edition)*. Elsevier Ltd.
- Chaudhuri, A., & Holbrook, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Journal of Brand Management*, 10(1), 33-58.
- Cronin, J., J. Michael, K. Brady, G & T. M. Hult. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments". *Journal of Retailing*, 76(20) 193-218.

- Desai, K.K., & V. Mahajan. (1998). "Strategic Role of Affect-Based Attitudes in The Acquisition, Development, and Retention of Customers". *Journal of Business Research*, 42, 309-24.
- Dwi, P. (2009). 5 Jam Belajar Olah Data dengan SPSS 17. Yogyakarta: Andi.
- Doney, P. and J. Cannon, "An Examination of the Nature of Trust in the Buyer-Seller Relationship," *Journal of Marketing*, Vol. 61:35-51, 1997.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35– 51.
- Francis, B. (2009). Customer Relationship Management (Manajemen Hubungan Pelanggan. Jakarta: Bayumedia.
- Garbarino, E. & Johnson, M., (1999). The Different Roles of Satisfaction, Trust, and Commitment in Costumer Relationship. *Journal of Marketing*, 63: 70.
- Ghozali, I. (2011). Aplikasi Analisis Multivariate Dengan Program IBM.
- Gremler, D. D., Brown, S. W. (1996). Service Loyalty: Its Nature, Importance, and Implications.
- Griffin, J. (2003). Customer Loyalty : Menumbuhkan Dan Mempertahankan Pelanggan. Penerbit Erlangga. Jakarta.
- Gronroos, C. (2000). *Service Management And Marketing: A Customer Relationship Management Approach* (2nd ed). Chichester: John Wiley and Sons, Ltd.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis: Global edition.
- Hardjanti, A., & D. Amalia. (2014). Pengaruh Customer Service Quality, Customer Perceived Value, Customer Satisfaction, Customer Trust Dan switching barriers Terhadap Customer Retention. *Jurnal Ekonomi*, 5(1), 1-12.
- Hunt, S. D., D. B. Arnett, & S. Madhayaram. (2006). The Explanatory Foundations of Relationship Marketing Theory. *Journal of Business and Industrial Marketing*, 21(2), 72-87.
- Hurriyati, R. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Iglesias, O., Markovic, S., & Rialp, J. (2018). How Does Sensory Brand Experience Influence Brand Equity? Considering The Roles Of Customer Satisfaction, Customer Affective Commitment, And Employee Empathy. *Journal of Business Research*.

- Jogiyanto, H. (2014). *Teori Portofolio dan Analisis Investasi, Edisi Kesembilan*. Yogyakarta: BPEF.
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching Barriers and Repurchase Intentions in Services. *Journal of retailing*, 76(2), 259-274.
- Kahrig, T. (2005). *An evaluation of the residential learning communities program at Ohio University: An analysis of student involvement, satisfaction, academic success, and retention* (Doctoral dissertation, Ohio University).
- Kim, J. (2017). The impact of different price promotions on customer retention. *Journal of Retailing and Consumer Services*.
- Kleinaltenkamp, M., Ehret, M., Hunt, S. D., Arnett, D. B., & Madhavaram, S. (2006). The explanatory foundations of relationship marketing theory. *Journal of business & industrial marketing*.
- Kotler, P., & Keller. (2002). *Manajemen Pemasaran edisi 12 Jilid 1*. Jakarta: PT Indeks.
- Kotler, P. (2003). *Marketing for Hospitality and Tourism, 5/e*. India: Pearson Education.
- Kotler, P., & Armstrong, G. (2006). *Principles of Marketing, Eleven Edition*.
- Kotler, P., & Keller, K. L. (2007). *Marketing management, 12*.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management Video Gallery 2009 to Accompany Marketing Management*. Pearson/Prentice Hall.
- Kumar, Sunil. 2015. Consumer Brand Loyalty - A Study with Special Reference to Lakshya Milk. *World Wide Journal of Multidisciplinary Research and Development*, 1(1).
- Levesque, T., McDougall, G. (2000). Customer Satisfaction With Services: Putting Perceived Value Into The Equation. *Journal of Service Marketing*, 14(5), 392 - 410.
- Mahmoud, M. A., Hinson, R. E., & Adika, M. K. (2018). The Effect of Trust, Commitment, and Conflict Handling on Customer Retention: The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 17(4), 257-276.
- Moorman, C., Zaltman, G. and Deshpande, R. (1992). Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29, 314–328.

- Morgan, R.M. & Hunt, S.D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58, 20-38.
- Mowen, J. C., & Minor, M. (2002). Perilaku konsumen. *Jakarta: Erlangga*, 90.
- Mutum, D., Mohd Ghazali, E., Nguyen, B., & Arnott, D. (2014). Online loyalty and its interaction with *switching barriers*. *Journal of Retailing and Consumer Services*, 21(6), 942–949. doi:10.1016/j.jretconser.2014.08.012
- Oh, H., & Parks, S. C. (1997). Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal*, 20(3), 35-64.
- Oliver, R. L. (1997), *Satisfaction A Behavioral Perspective On The Consumer*. McGraw-Hill Education, Singapore.
- Peterson, R. A. (1995). Relationship marketing and the consumer. *Journal of the academy of marketing science*, 23(4), 278-281.
- Porter, M. (1998). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: The Free Press.
- Priyatno, D. (2009). SPSS untuk analisis Korelasi, Regresi, dan Multivariate. *Yogyakarta: Gava Media*.
- Qanitat, N., I. Suyadi, & Sunarti. (2018). Pengaruh *Customer satisfaction*, *Switching Barrier* dan *Brand trust* terhadap *Customer Retention*. *Jurnal Administrasi Bisnis*, 55(2), 57-67.
- Ranaweera, C., & Prabhu, J. (2003). The influence of satisfaction, trust and *switching barriers* on customer retention in a continuous purchasing setting. *International journal of service industry management*, 14(4), 374-395.
- Ruiz Díaz, G. (2017). The Influence Of Satisfaction On Customer Retention In Mobile Phone Market. *Journal of Retailing and Consumer Services*, 36, 75–85.
- Sahin. (2011) *The effect of Brand Experiences, Trust and Satisfaction on building Brand Loyalty; An Empirical Research On Global Brands*.
- Sandada, M., & Matibiri, B. (2015). The mediating influence of passenger satisfaction on the relationship between passenger loyalty programmes and passenger loyalty.
- Schipper, J., Chanson, J. S., Chiozza, F., Cox, N. A., Hoffmann, M., Katariya, V., ... & Baillie, J. (2008). The status of the world's land and marine mammals: diversity, threat, and knowledge. *Science*, 322(5899), 225-230.

- Sekaran, U. (2003), *Research Methods For Business: A Skill Building Approach*. New York-USA: John Wiley and Sons, Inc.
- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis*, Edisi 4, Buku 1, Jakarta: Salemba Empat.
- Sharma, P. K., Bhardwaj, V., Bansal, M. &., 2015, Formulation and Evaluation of Fast Dissolving Tablets of Amlodipine Besylate Using Different Super Disintegrants and Camphor as Sublimating Agent, *Am. Eurasian J. Sci. Res.*, 5(4), 264-269.
- Simamora, B. (2003). *Membongkar kotak hitam konsumen*. Gramedia Pustaka Utama.
- Soderlund, M. & S. Rosengren (2007), "Receiving word-of-mouth from the service customer: an emotion-based effectiveness assessment", *Journal of Retailing and Consumer Services*, 14(2), 123-36.
- Storbacka, K., Strandvik, T., & Grönroos, C. (1994). Managing customer relationships for profit: the dynamics of relationship quality. *International journal of service industry management*, 5(5), 21-38.
- Sugiyono, P. (2015). Metode penelitian kombinasi (mixed methods). *Bandung: Alfabeta*.
- Stauss, & Corbin Busir. (2001). *Qualitative Research: Grounded Theory Procedure and Technique*, London Sage Publication.
- Tschannen-Moran, M., & Hoy, A. W. (2001). Teacher efficacy: Capturing an elusive construct. *Teaching and teacher education*, 17(7), 783-805.
- Triton P. (2008). *SPSS13.0 Terapan; Riset Statistik Parametrik*. Yogyakarta: C.V. Andi Offset.
- Uma, S., & Roger, B. (2003). *Research methods for business: A skill building approach*. book.
- Wijayanti, I. (2008). *Manajemen*. Editor: Ari Setiawan. Yogyakarta: Mitra Cendikia.
- Wikhamn, W. (2019). Innovation, sustainable HRM and customer satisfaction. *International Journal of Hospitality Management*, 76, 102–110.
- Zehir, Cemal; Sahin, Azize; Kitapci, Hakan and Ozsahin, Mehtap (2011), The Effects Of Brand Communication And Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands , The 7th International Strategic Management Conference, Paris-France.