

## DAFTAR PUSTAKA

- Afiliasi. 2019. Analisis Penerapan Bauran Pemasaran (*Marketing mix*) Berbasis Syariah Dalam Meningkatkan Minat Beli Konsumen Pada Produk Nozy Juice di Kota Banda Aceh. *Jihbiz Volume 1 Nomor 1*
- Ana Cuic Tankovic, Dragan Benazic. 2018. The Perception Of E-Service Scape And Its Influence On Perceived E-Shopping Value And Customer Loyalty. *Online Information Review* © Emerald Publishing Limited 1468-4
- Anggia Tulandi Riry, Loje Kawer dan Ogi Imelda. 2019. Analisis Pengaruh Strategi Promosi, Harga dan Kepuasan Terhadap Loyalitas Konsumen Surat Kabar Manado Post. *Jurnal EMBA Volume 3 Nomor 2*
- Artika dan Nelwan Olivia. 2018. Pengaruh Strategi Pemasaran, Kualitas Pelayanan dan Nilai Nasabah Terhadap Kepuasan Nasabah Pada PT Capital Indonesia Tbk Vabang Wisma Kodel. *Jurnal STIE Ekonomi Volume 27 Nomor 1*.
- Awan, A.G., and Rehman, A. 2014. *Impact of Customer Satisfaction on Brand Loyalty – An Empirical Analysis of Home Appliances in Pakistan*. *British Journal of Marketing Studies* Vo. 2 No. 88 pp. 18-32 December 2014
- Brakus, J.J., Schmitt, B.H., & Zarantonello, L. 2009. *Brand experience: What is it? How is it measured? Does it affect loyalty?* *Journal of Marketing*, (73), 52-68.
- Chaudhuri, A., & Holbrook, M.B. 2001, *The Chain of Effects From Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty*”, *Journal of Marketing*, Vol.65, 81-93.
- Chu Ching Wen dan Lu His Peng. 2007. Factors Influencing Online Music Purchase Intention In Taiwan An empirical Study Based On The Value-Intention framework. *Internet Research* Vol. 17 No. 2, 2007 pp. 139-155.
- Daryanto. 2011. *Manajemen Pemasaran: Sari Kuliah*. Bandung: Satu Nusa
- Dölarıslan Emre Sahin. 2014. Assessing The Effects Of Satisfaction And Value On Customer Loyalty Behaviors In Service Environments High-Speed Railway In Turkey As A Case Study. *Management Research Review* Vol.37 No.8 ,2014 pp.706-727
- Djelassi Souad, Delphine Godefroit-Winkel, Mbaye Fall Diallo. 2018. Does Culture Affect The Relationships Among Utilitarian And Non-Utilitarian Values, Satisfaction And Loyalty To Shopping Centres? Evidence From

- Two Maghreb Countries. *International Journal of Retail & Distribution Management*, <https://doi.org/10.1108/IJRDM-06-2017-0131>
- Efanny Wita, Jony Haryanto, Muhammad Kashif, Hanif Adinugroho Widyanto. 2018. The relationship between *marketing mix* and Retailer-Perceived Brand Equity. *IMP Journal*, <https://doi.org/10.1108/IMP-12-2016-0019>
- Ghozali Imam. 2013. *Analisis SEM dengan Menggunakan Smart PLS 4.0* Badan Penerbit Universitas Diponegoro, Semarang.
- Griffin, Jill. 2005. *Customer loyalty, Menumbuhkan dan mempertahankan Kesetiaan Pelanggan* (Terjemahan Dwi Kartini Yahya). Jakarta: Erlangga.
- Hair, J.F. JR., Anderson, R.E, Tatham, R. L. and Black, W.C. (2006). *Multivariate Data Analysis*. Six Edition. New Jersey : Pearson Educational, Inc.
- Hapsari Vesthi Nabilla, dan Mediawati Putu Nisa. 2015. Pengaruh Strategi Pasar dan Bauran Pemasaran Terhadap Nilai Pelanggan Kereta Api Argo Parahyangan (Studi Pada PT Kereta Api Indonesia (Persero Bandung). *e-Proceeding of Management Volume 2 Nomor 2 Agustus 2015*.
- Hia Dewita Yulna. 2016. Pengaruh Nilai Pelanggan, Fasilitas dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan di D Ladies Padang. *Journal of Economic and Economic Education Vol.5 No.1 (58 - 67)*
- Heijden, M.B. 2004, "The experiential aspects of consumption: consumer fantasies, feelings, and fun", *Journal of Consumer Research*, Vol. 2, pp. 132-40.
- Keshavar Yousef, dan Dariyoush Jamshidi. 2017. Service Quality Evaluation And The Mediating Role Of Perceived Value And Customer Satisfaction In Customer Loyalty. *International Journal of Tourism Cities*, Vol. 4 Issue: 2, pp.220-244
- Kotler Philip dan Kevin Lane Keller. 2012. *Marketing Management 19E*. Prentice-Hall. Person.
- Kevin Lane Keller. 2016. *Marketing Strategic. 9<sup>th</sup> Edition*. McGraw-Hill, Irwin.
- Loveloc. 2016. *Basic Of Marketing 12<sup>th</sup> Edition*. McGraw-Hill, Irwin.
- Mardiana Andi dan kasim Nur Ain. 2016. Pengaruh Strategi Pemasaran Terhadap Loyalitas Pelanggan Butik Busana Muslim Anisa Kota Gorontalo. *Jurnal Studi Ekonomi dan Bisnis Islam Volume 1 Nomor 2 Desember 2016*.
- Margono Suratno dan Puspaningrum Astrid. 2016. Pengaruh Service Quality Terhadap Customer Value, Trust dan Loyalitas Pengguna Jasa PT Jasa

Raharja (Persero) Jakarta. *Jurnal Bisnis dan Manajemen Volume 3 Nomor 1*

Naresh K, Maholtra. (2009). *Basic Marketing Research. 3th edition*. New Jersey: Prentice Hall.

Paliati Alida. 2007. Pengaruh Nilai Pelanggan, Kepuasan Terhadap Loyalitas Nasabah Tabungan Perbankan di Sulawesi Selatan. *Jurnal Manajemen dan Kewirausahaan Volume 9 Nomor 1*.

Romdonny Jefry, Undang Juju, Eddy Jusuf, dan Maskarto Lucky Nara Rosmadi. 2018. The Factors That Affect Customer Value and Its Impact on the Customer Loyalty. *Budapest International Research and Critics Institute- Journal (BIRCI-Journal) Volume I, No 4, December 2018*.

Ryu Kisang Hye-Rin Lee Woo Gon Kim. 2012. The Influence Of The Quality Of The Physical Environment, Food, And Service On Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. *International Journal of Contemporary Hospitality Management, Vol. 24 Iss 2 pp. 200 – 223*

Santoso Budi. 2010. Pengaruh Perceived Usefulness, Perceived Ease of Use dan Perceived Enjoyment Terhadap Penerimaan Teknologi Informasi (Studi Empiris di Kabupaten Sragen). *Tesis Fakultas Ekonomi 11 Maret Surakarta*.

Schiffman dan Kanuk. 2007. *Perilaku konsumen*, Edisi 7. Jakarta: Indeks

Sekaran, Uma., dan Roger Bougie. (2013). *Research Methods For Business Edisi 4*. Buku 2, Jakarta: Wiley

Siregar Lisa Anggi Nauli 2019.. Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Soya Cabang Medan Brand Image Sebagai Variabel Moderating. *Jurnal At Tawasuth Volume IV Nomor 1 Januari 2019*.

Sya'idah Evi Husniati. 2018. Pengaruh *Marketing mix* Terhadap Loyalitas Pelanggan. *Jurnal Ekonika Volume 3 Nomor 1*.

Sugiyono. 2014. *Metodologi Penelitian Bisnis*. Salemba Empat, Jakarta.

Suliyanto. 2013. Pengaruh Nilai Pelanggan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Switching Cost Sebagai Variabel Pemoderasi. *Jurnal Ekonomi dan Bisnis Volume 12 Nomor 1*

Sumarwan, Ujang Ari Sujana, Iwan Simanjunak.. 2010. *Riset Pemasaran dan Konsumen: Panduan Riset dan Kajian: Kepuasan, Perilaku Pembelian, Gaya Hidup, Loyalitas dan Persepsi Resiko*, PT Penerbit IPB Press, Bogor

Tjiptono, Fandy dan Gregorius Chandra, 2012, *Pemasaran Strategik*. Yogyakarta, Andi.

Yusef Keshavarz, Dariyoush Jamshidi, 2018. Service Quality Evaluation And The Mediating Role Of Perceived Value And Customer Satisfaction In Customer Loyalty. *International Journal of Tourism Cities*, Vol. 4 Issue: 2, pp.220-244

Yuwono Adrian, dan Samuel Hatane. Pengaruh *Marketing mix* Terhadap Loyalitas Pelanggan Menggunakan Jasa Printing Digital Pada PT Elang Perkasa Langgeng. *Jurnal Bisnis dan Manajemen Volume 11 Nomor 2*.

