

DAFTAR PUSTAKA

- Aaker, D. A. (1997). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- BPS. (2022). Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin 202. Tersedia di https://www.bps.go.id/indikator/indikator/view_data_pub/0000/api_pub/YW40a21pdTU1cnJxOGt6dm43ZEdoZz09/da_03/1. diakses pada 1 Desember 2022.
- Cant, M. C., & Toit, M. (2012). Identifying The Factors That Influence Retail Customer Loyalty And Capitalising Them. *International Bussiness & Economics Research Journal*, 11 (11).
- Cheng, B., & Rashid, M. Z. A. (2013). Service Quality and the Mediating Effect of Corporate Image on the Relationship between Customer Satisfaction and Customer Loyalty in the Malaysian Hotel Industry. *Gadjah Mada International Journal of Business*, 15(2), 99-112.
- Consuegra, D., Molina, A., & Esteban, A. 2007. An Integrated Model of Price, Satisfaction and Loyalty: An Empirical Analysis in Service Sector. *Journal of Product & Brand Management*, 16(7), 459-468.
- Cooper dan Schindler. (2014). *Bussiners Research Method*. New York: McGrawHill.
- Damayanti, C., & Wahyono. (2015). Pengaruh Kualitas Produk, Brand Image Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening. *Management Analysis Journal*, 4(3), 256-251.
- Ekasari, R., Agustya, D., Yucha, N., Arif, D., Retnowati, D., Mandasari, A. A., Ratnasari, E., Yusmiati, S. N. H., & Lestari, L. P. (2019). Effect of Price, Product Quality, and Service Quality on Customer Satisfaction on Online Product Purchases. *Journal of Physics*, 1175, 1-6.
- Emrah, C. P. (2010). Measuring Customer Satisfaction: Must Or Not ?. *Journal of Naval Science and Engineering*, 6(2), 76–88.
- Fure, H. (2013). Lokasi, Keberagaman Produk, Harga, dan Kualitas Pelayanan Pengaruhnya terhadap Minat Beli pada Pasar Tradisional Bersehati Calaca. *Jurnal EMBA*, 1(3), 273-283.
- Garson (2016). *Partial Least Squares: Regression & Structural Equation Models*, New York: Statistical Publishing Associates.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 2*. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, Jill. 2010. *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Hair, J. F., Jr., et. al. 2008, *Multivariate Data Analysis with Reading*, New Jersey: Prentice-Hall International Inc.
- Hartono. (2008). *SPSS 16.0 Analisis Data Statistika dan Penelitian*. Yogyakarta: Pustaka Pelajar.
- Igelsias, O., Markovic, S., Bagherzadeh, M., & Singh, J. J. (2020). A Key Link Between Corporate Social Responsibility, Customer Trust, and Customer Loyalty. *Journal Business Ethics*, 163, 151-166.
- Investor. (2022). Industri Kecantikan Tumbuh Pesat Berkat Platform Digital. Tersedia di <https://investor.id/business/309488/industri-kecantikan-tumbuh-pesat-berkat-platform-digital>. diakses pada 1 Desember 2022.
- Jasfar, F. (2005). *Manajemen Jasa Pendekatan Terpadu*. Bogor: Ghalia Indonesia.
- Jogiyanto, H., & Abdillah, W. (2016). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi Publishing.
- Jung, H. S., & Yoon, H. H. (2013), Do employees' satisfied customers respond with an satisfactory relationship? The effects of employees' satisfaction on customers' satisfaction and loyalty in a family restaurant. *International Journal of Hospitality Management*, 34(1), 1-8.
- Kabir, J. M. (2016). *Factors Influencing Customer Satisfaction at a Fast Food Hamburger Chain: The Relationship Between Customer Satisfaction and Customer Loyalty*. (Disertasi, Wilmington University). Delaware Collections. <https://delaware.contentdm.oclc.org/digital/collection/p15323coll5/id/30220/>.
- Katadata. (2016). Konsumen Indonesia Lebih Suka Merek Kosmetik Global. Tersedia di <https://databoks.katadata.co.id/datapublish/2016/11/17/konsumen-indonesia-lebih-suka-merek-kosmetik-global>. diakses pada 1 Desember 2022.
- Katadata. (2021). Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris pada Agustus 2021. Tersedia di <https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021>. diakses pada 1 Desember 2022.
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2020). 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.

- Khoironi, T. A., Syah, H., & Dongoran, P. (2018). Product Quality, Brand Image and Pricing To Improve Satisfaction Impact on Customer Loyalty. *International Review of Management Marketing*, 8(3), 51-58.
- Kotler & Keller. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P. (2008). *Manajemen Pemasaran*. Jakarta: PT. Prenhallindo.
- Kotler, P., & Armstrong, G. (2012). *Dasar-dasar Pemasaran*. Jakarta: Penerbit Prenhalindo.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Jakarta: PT. Indeks.
- Lai, I. K. W. (2014). The Roles of Value, Satisfaction, and Commitment in the Effect of Service Quality on Customer Loyalty in Hong Kong–Style Tea Restaurants. *Cornell Hospitality Quarterly*, 56(1).
- Markovic, S., Raspor, S., & Segaric, K. (2010). Customer Satisfaction and Customer Loyalty Measurement in Hotel. *Tourism & Hospitality Industry*, 125-137.
- McNally, David, & Speak, K. D. (2011). *Be your Own Brand*. San Fransisco: Berret-Koehler Publisher, Inc.
- Olson, P. (1993). *Consumer Behavior and Marketing Strategy*. Boston: Richard D. Irwan Inc.
- Pelakubisnis. (2020). Indonesia Pasar Potensial Produk Kosmetik. Tersedia di <https://pelakubisnis.com/2020/02/indonesia-pasar-potensial-produk-kosmetik/>. diakses pada 1 Desember 2022.
- Sangadji, E. M., & Sopiah. (2013). *Prilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
- Sekaran, U., & Bougie, R. (2017), *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Jakarta: Salemba Empat.
- Severi, E., & Ling, K. C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*, 9(3).
- Sheu, P., & Chang, S. (2022). Relationship of service quality dimensions, customer satisfaction and loyalty in e-commerce: a case study of the Shopee App. *Applied Economics*, 54, 4567-4607.
- Suara.com. (2022). Hingga Juli 2022, Industri Kosmetik Meningkatkan 83% dan Didominasi UKM. Tersedia di <https://www.suara.com/pressrelease/2022/09/13/105011/hingga-juli-2022-industri-kosmetik-meningkat-83-dan-didominasi-ukm>. diakses pada 2 Desember 2022.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sun, S. (2014). A study of relationship between customer satisfaction and customer loyalty toward an economy hotel chain in Guangzhou China. *AU-GSB e-JOURNAL*, 5(1), 1-17.
- Tjiptono, F. (2014). *Service, Quality & Satisfaction*. Yogyakarta: Penerbit Andi.
- Vega-Vazquez, M., Revilla-Camacho, M. Á., & Cossío-Silva, F. J. (2013). The value co-creation process as a determinant of customer satisfaction. *Management Decision*, 51(10), 1945–1953.
- Virvilaite, R., Saladiene, V., & Skindaras, D. (2009). The Relationship between Price and Loyalty in Services Industry. *Commence of Engineering Decision*, 3, 96-104.
- Yaqub, Shahid, R. M., Halim, F., & Shehzad, A. (2019). Effect of Service Quality, Price Fairness, Justice with Service Recovery and Relational Bonds on Customer Loyalty: Mediating Role of Customer Satisfaction. *Pakistan Journal of Commerce and Social Sciences*, 13(1), 62-94.
- Zargar, P., & Farmanesh, P. (2021). Satisfaction and Loyalty in Local Food Festival: Do Switching Barriers Matter?. *SAGE Open*, 11(4), 1-10.