

Daftar Pustaka

- Afrilliana, N. (2020). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan Grab di Kota Palembang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 1(2), 46-55.
- Agha, AA, Rashid, A., Rasheed, R., Khan, S., & Khan, U. (2021). Antecedent Loyalitas Pelanggan di Sektor Telekomunikasi. *Jurnal Inkuiri Kualitatif Online Turki*, 12 (9).
- Ahdiat, A. (2022). Gojek vs Grab, Mana yang Konsumennya Lebih Banyak?: Databoks. Pusat Data Transportasi dan Logistik. <https://databoks.katadata.co.id/datapublish/2022/12/08/Gojek-vs-Grab-mana-yang-konsumennya-lebih-banyak>
- Aliyah, F., Utami, W., & Irda, I. (2021). Kualitas Layanan Elektronik, Harga Dan Persepsi Manfaat Fitur Go-Pay Terhadap Kepuasan Pelanggan Gojek Di Kota Padang. *Jurnal Manajemen Universitas Bung Hatta*, 16(1), 48-56.
- Antara, I. M. R. S., & Rastini, N. M. (2022). The Influence of Brand Image, Sales Promotion and Quality of Service on Customer Satisfaction Car Rental Service. *European Journal of Business and Management Research*, 7(2), 223-226.
- Aydinli, A., Bertini, M., & Lambrecht, A. (2014). Price Promotion for Emotional Impact. *Journal of Marketing*, 78(4), 80-96. <https://doi.org/10.1509/jm.12.0338>
- Azizah, A., & Adawia, P. R. (2018). Analisis perkembangan industri transportasi online di era inovasi disruptif (Studi Kasus PT Gojek Indonesia). *Cakrawala: Jurnal Humaniora Bina Sarana Informatika*, 18(2), 149-156.
- Benaglia, M. F., Ho, M. H., & Tsai, T. (2023). Drivers of customer satisfaction with restaurants during COVID-19. *A survey of young adults in Taiwan and Indonesia*. *Asia Pacific Management Review*.
- Berlianto, M., Pramono, R., & Meilani, Y. (2020, November). Influencing Factors on Customer Satisfaction and Retention in Online Transportation in Indonesia. *In Proceedings of the First International Conference of Science, Engineering and Technology*, ICSET 2019, November 23 2019, Jakarta, Indonesia.
- Bhatti, A., & Rehman, S. U. (2019). Perceived benefits and perceived risks effect on online shopping behavior with the mediating role of consumer purchase intention in Pakistan. *International Journal of Management Studies*, 26(1), 33-54.
- Blattberg, R. C., & Neslin, S. A. (1990). Sales promotion: Concepts, methods, and strategies. (No Title)
- Chakrabarty, S., Whitten, D., & Green, K. (2007). Understanding service quality and relationship quality in is outsourcing: Client orientation and promotion,

- project management effectiveness, and the task-technology-structure fit. *Journal of Computer Information Systems*, 48(2), 1–15. <https://doi.org/10.1080/08874417.2008.11646004>
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Macoulides (Ed.), *Modern Methods for Business Research* (pp. 295–336). Lawrence Erlbaum Associates.
- Christiana Shade, A.-J. (2014). An Emperical Investigation of the Effectiveness of Sales Promot ion in Maltina and Malta Guinness Sales Promotion Strategies. *Journal of Mass Communication & Journalism*, 4(7)
- Clewlou, R. R., & Mishra, G. S. (2017). Disruptive transportation: The adoption, utilization, and impacts of ride-hailing in the United States.
- Daeng, I. T. M., Mewengkang, N. N., & Kalesaran, E. R. (2017). Penggunaan smartphone dalam menunjang aktivitas perkuliahan oleh mahasiswa fispol unsrat manado. *Acta Diurna Komunikasi*, 6(1).
- Deccasari, D. D. (2018). Pengaruh kualitas layanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening pada jasa transportasi ojek *online* (studi kasus pada konsumen Gojek malang). *Jurnal Administrasi dan Bisnis*, 12(1), 54-64.
- Dewi, L. P., & Taufiqurahman, E. (2022). Dampak keberadaan transportasi *online* terhadap pendapatan transportasi konvensional. *Jurnal Pendidikan Tambusai*, 6(1), 3216-3222.
- Dharmawan, C. T. (2021). Pengaruh Sales Promotion, Perceived Quality, Dan After Sales Service Terhadap Repurchase Intention: Studi Kasus Toko Morojoyo Toys. *Jurnal Strategi Pemasaran*, 8(1), 12.
- Giao, H. N. K., & Vuong, B. N. (2021). The impact of service quality on passenger loyalty and the mediating roles of relationship quality: A study of domestic flights with vietnamese low-cost airlines. *Transportation Research Procedia*, 56, 88-95.
- Gorji, M., & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retails. *International Journal of Retail & Distribution Management*, 48(12), 1337-1355.
- Graham, D. J., *dkk.* (2017). The rise of ride-hailing in the United States: Market structure, regulation, and implications for public transportation. *Transportation Research Part A: Policy and Practice*, 107, 147-162. doi:10.1016/j.tra.2017.05.003
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2017). A primer on partial least squares structural equation modeling (PLS-SEM) (4th ed.). *Thousand Oaks, CA: Sage Publications*.pp123
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). Thousand Oaks, CA: Sage Publications.

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), (Edisi Kedua). Sage Publications Inc., Thousand Oaks, CA.
- Hair, J.F., Sarstedt, M., Ringle, C.M. and Mena, J.A. (2012). An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research. *Journal of the Academy of Marketing Science*, 40, 414-433.
- Hendrayati, H., Askolani, A., Achyarsyah, M., Sudrajat, C. T., & Syahidah, R. K. (2020). E-service quality and price to build *online* transportation loyalty in Indonesia.
- Karim, H. A., Lis Lesmini, S. H., Sunarta, D. A., SH, M., Suparman, A., SI, S., ... & Bus, M. (2023). *Manajemen transportasi*. Cendikia Mulia Mandiri.
- Kirana, I. D. A. I., & Kerti Yasa, N. N. (2013). Peran Gender dalam Memoderasi Pengaruh Perceived Benefit dan Perceived Cost Terhadap Niat Menggunakan Kartu Kredit di Kota Denpasar (Doctoral dissertation, Udayana University).
- Kotler and Keller. (2020). *Marketing Management* (15th ed.). Pearson Education, inc.
- Kotler, Philip & Kevin Keller. (2009). *Manajemen Pemasaran*. Jilid 1. Edisi 11. Jakarta. Terjemahan oleh Pearson Education Asia dan Prenhalindo.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management*, 15th Edition. New Jersey: Pearson Pretice Hall, Inc.
- Kotler, P., & Armstrong, G. (2018). *Principle of marketing* 17th Ed.
- Lai, W. T., & Chen, C. F. (2011). Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transport policy*, 18(2), 318-325.
- Liao, C., Palvia, P., & Chen, J. L. (2009). Information technology adoption behavior life cycle: Toward a Technology Continuance Theory (TCT). *International Journal of Information Management*, 29(4), 309-320.
- Liang, C. C., & Shiau, W. L. (2018). Moderating effect of privacy concerns and subjective norms between satisfaction and repurchase of airline e-ticket through airline-ticket vendors. *Asia Pacific Journal of Tourism Research*, 23(12), 1142-1159.
- Mekel, V. R., Moniharapon, S., & Tampenawas, J. L. (2022). Pengaruh kualitas pelayanan dan kepuasan konsumen terhadap loyalitas konsumen pada perusahaan transportasi Gojek manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(1), 1285-1294

- Milestone. Tentang. (n.d.). <https://www.Gojek.com/id-id/about/>
- Mimouni-Chaabane, A., & Volle, P. (2010). *Perceived Benefits* of loyalty programs: Scale development and implications for relational strategies. *Journal of business research*, 63(1), 32-37.
- Minta, Y. (2018). Link between satisfaction and customer loyalty in the insurance industry : Moderating effect of trust and commitment. *Journal of Marketing Management*, 6(2), 25–33. <https://doi.org/10.15640/jmm.v6n2a3>
- Mussol, S., Aurier, P., & de Lanauze, G. S. (2019). Developing in-store brand strategies and relational expression through sales promotions. *Journal of Retailing and Consumer Services*, 47, 241-250.
- Nabilah Muhamad, N. (2023). Kebanyakan warga ri masih gunakan Kendaraan Pribadi Menuju Tempat kerja: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/08/24/kebanyakan-warga-ri-masih-gunakan-kendaraan-pribadi-menuju-tempat-kerja>
- Nagar, K. (2009). Evaluating the effect of consumer sales promotions on brand loyal and brand switching segments. *Vision*, 13(4), 35-48.
- Nasution, SMA, & Nasution, AE (2023, Februari). Peran Promosi Penjualan dan Harga Terhadap Loyalitas Pelanggan Pengguna Aplikasi Layanan Gojek di Medan. Dalam Prosiding Konferensi Internasional Medan tentang Ekonomi dan Bisnis (Vol. 1, hal. 1975-1986).
- Nawaz, A. (2018). Impact of products, promotion and after sale services on satisfaction of PTCL's (Pakistan Telecommunication Company Ltd.) Customers. *Review of Public Administration and Management*, 6(1), 1-14.
- Nguyen-Phuoc, D. Q., Su, D. N., Tran, P. T. K., Le, D. T. T., & Johnson, L. W. (2020). Factors influencing customer's loyalty towards ride-hailing taxi services—A case study of Vietnam. *Transportation Research Part A: Policy and Practice*, 134, 96-112.
- Noor, I., Alhidayatullah, A., & Amal, M. K. (2023). Dimensions of Service Quality in Influencing Customer Satisfaction. *Adpebi International Journal of Multidisciplinary Sciences*, 2(2), 189-197.
- Parasuraman, A. B. L. L., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
- Peattie, S. (2003). Applying sales promotion competitions to nonprofit contexts. *International Journal of Nonprofit and Voluntary Sector Marketing*, 8(4), 349-362.
- Rahayu, P. F., & Riana, D. (2020). Pengaruh Persepsi Manfaat, Kualitas Layanan, Dan Harga Terhadap Kepuasan Pelanggan Transportasi Online (Gojek) Pada Mahasiswa/I Fakultas Ekonomi Universitas Tridianti Palembang. *Akuntanika*, 6(1), 46-54.

- Sajid, A., Ayid, A. M., Majed, A. D., & Faisal, A. M. (2018). Taxi services in Saudi Arabia through mobile apps: An empirical investigation. *Research Journal of Finance and Accounting*, 9, 95-104.
- Saputra, S. I., & Syahrul, A. R. (2019). Pengaruh Perceived Benefit dan Perceived Sacrifice terhadap Perceived Customer Value dan Purchase Decision Produk Fashion Melalui Website Lazada Di Kota Padang. *Manajemen dan Kewirausahaan*, 10(2), 34-47.
- Saputri, R. S. D. (2019). Pengaruh Kualitas Pelayanan dan Harga Terhadap Loyalitas Pelanggan Grab Semarang. *CoverAge: Journal of Strategic Communication*, 10(1), 46-53.
- Sekaran, U. and R. Bougie. (2016). *Research methods for business: a skill-building approach*, 7th Edition. West Sussex: John Wiley dan Sons Ltd.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. United Kingdom: John Wiley & Sons.
- Septiani, L. (2023). Tren Jumlah Pengguna GoTo Gojek dan Grab, Siapa Paling Cepat?; Databoks, Pusat Data Transportasi dan Logistik <https://katadata.co.id/desysetyowati/digital/643e43ec9803e/tren-jumlah-pengguna-goto-gojek-dan-grab-siapa-paling-cepat>
- Shi, Y., Prentice, C., & He, W. (2014). Linking service quality, customer satisfaction and loyalty in casinos, does membership matter? *International Journal of Hospitality Management*, 40, 81-91. <https://doi.org/10.1016/j.ijhm.2014.03.013>
- Shifan, Y., Barlach, Y., & Shefer, D. (2015). Measuring passenger loyalty to public transport modes. *Journal of Public Transportation*, 18(1), 1-16.
- Sinha, S. K., & Verma, P. (2020). Impact of sales Promotion's benefits on perceived value: Does product category moderate the results?. *Journal of Retailing and Consumer Services*, 52, 101887.
- Su, D. N., Nguyen-Phuoc, D. Q., & Johnson, L. W. (2021). Effects of perceived safety, involvement and perceived service quality on loyalty intention among ride-sourcing passengers. *Transportation*, 48(1), 369-393.
- Sugiyarti, G., & Mardiyono, A. (2021). The role of brand equity in increasing buying interest. *Management Science Letters*, 11(7), 1999-2010.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta. *International Journal of Future Studies*, 3(2), 47-63.
- Szymkowiak, A., Melović, B., Dabić, M., Jeganathan, K., & Kundi, G. S. (2021). Information technology and Gen Z: The role of teachers, the internet, and technology in the education of young people. *Technology in Society*, 65, 101565.

- Thung, P. (2019). *Transportasi: Konsep, teori, dan aplikasi*. Yogyakarta: Deepublish.
- Tirachini, A. (2020). Ride-hailing, travel behaviour and sustainable mobility: an international review. *Transportation*, 47(4), 2011-2047.
- Trisnawati, E., Assegaff, S., & Rohaini, E. (2019). Pengaruh Perceived Ease Of Use, Perceive Usefulness, Service Quality, Perceived Value Terhadap Customer Saticfaction Pada Pengguna Grab (Studi Kasus Mahasiswa STIKOM DB Jambi). *Jurnal Ilmiah Mahasiswa Sistem Informasi*, 1(2), 82-96.
- Wahyusetyawati, E. (2017). Dilema pengaturan transportasi *online*. *Jurnal RechtsVinding*. ISSN, 2089-9009.
- Wang, Y., Zhang, Z., Zhu, M., & Wang, H. (2020). The impact of service quality and customer satisfaction on reuse intention in urban rail transit in Tianjin, China. *Sage Open*, 10(1), 2158244019898803.
- Widyawati, R., & Widowati, A. S. (2021, March). Effect of service quality and *online* servicescape toward customer satisfaction and loyalty mediated by perceived value. In IOP Conference Series: *Earth and Environmental Science* (Vol. 704, No. 1, p. 012011). IOP Publishing.
- Wirtz, J. and Lovelock, C. (2018). *Essentials of services marketing*. Pearson Higher Educationa: USA.
- Yarmen, M., & Sumaedi, S. (2016). Perceived service quality of youth public transport passengers. *Transport Problems*, 11.
- Zephaniah, C. O., Ogba, I. E., & Izogo, E. E. (2020). Examining the effect of customers' perception of bank marketing communication on customer loyalty. *Scientific African*, 8, e00383.
- Zhang, L.-X., Tang, S.-L., (2010). An empirical study on impact of sales promotion on brand loyalty of service enterprise. *Management and Service Science (MASS)*. IEEE, pp. 1-3.
- Zhou, Q., Lim, F. J., Yu, H., Xu, G., Ren, X., Liu, D., & Xu, H. (2021). A study on factors affecting service quality and loyalty intention in mobile banking. *Journal of Retailing and Consumer Services*, 60, 102424.