



BIBLIOGRAPHY

- Gilboa, S., Seger-Guttmann, T., & Mimran, O. (2019). The unique role of relationship marketing in small businesses' customer experience. *Journal of Retailing and Consumer Services*, 51, 152–164. <https://doi.org/10.1016/j.jretconser.2019.06.004>
- Jaros, S. J., 2017. Meyer and Allen model of organizational commitment: Measurement issues. *The Wiley Blackwell Encyclopedia of Organizational Behavior Management*. doi:10.1002/9781118973844.wboim120.
- Nam, K., Lee, Z. and Lee, H., 2019. How Internet has reshaped loyalty in the customer journey: The case of airline industry. *Sustainability*, 11(22), p.6406. doi:10.3390/su11226406
- Foroudi, P., Tabaghdehi, S. a. H., & Marvi, R. (2020). The gloom of the COVID-19 shock in the hospitality industry: A study of consumer risk perception and adaptive belief in the dark cloud of a pandemic. *International Journal of Hospitality Management*, 92, 102717. <https://doi.org/10.1016/j.ijhm.2020.102717>
- Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 80(4), 317–329. <https://doi.org/10.1016/j.jretai.2004.10.007>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*, 25(4), 542-561. <https://doi.org/10.1108/IntR-01-2014-0006>
- Rasoolimanesh, S.M. (2022). First-time versus repeat tourism customer engagement, experience, and value co-creation: An empirical investigation. *Journal of Travel Research*, 61(2), pp. 549-564. doi:10.1177/00472875211014648. (ini Sitasi salah dan double sama Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2021). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564. <https://doi.org/10.1177/0047287521997572>
- Wu, S.I., & Li, P.C. (2018). The relationships between e-service quality, e-satisfaction, e-trust, e-commitment, and e-loyalty: The moderating effects of situational and personality factors. *Journal of Retailing and Consumer Services*, 55, 102122. doi:10.1016/j.jretconser.2020.102122. (kalua nomor jurnalnya malah Duarte, P., & Silva, S. C. E. (2020). Need-for-touch and online purchase propensity: A comparative study of Portuguese and Chinese consumers. *Journal of Retailing and Consumer Services*, 55, 102122. <https://doi.org/10.1016/j.jretconser.2020.102122>
- Economies (2022). Effects of Relational Benefits in the Model of Customers' Benefits and Relationship Quality in Vietnam. *Economies*, 10(11), 283. doi:10.3390/economies10110283. (jurnalnya salah harusnya Nguyen, P. T., Cao, H. V., Phuoc, H. M., & Tran, P. T. (2022). Effects of relational benefits in the model of customers' benefits and relationship quality in Vietnam. *Economies*, 10(11), 283. <https://doi.org/10.3390/economies10110283>



- Bowen, J. (2003). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administration Quarterly*, 44(5–6), 31–46. [https://doi.org/10.1016/s0010-8804\(03\)90105-4](https://doi.org/10.1016/s0010-8804(03)90105-4).
- Bowen, J. T., & Chen, S. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213–217. <https://doi.org/10.1108/09596110110395893>
- Channa, N. A., Bhutto, M. H., Bhutto, M., Bhutto, N. A., & Tariq, B. (2020). Capturing customer's store loyalty through relationship benefits: moderating effect of retail innovation. *European Business Review*, 34(1), 20–40. <https://doi.org/10.1108/eb-09-2019-0179>
- Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*, 25(4), 542–561. <https://doi.org/10.1108/IntR-01-2014-0006>
- Crotts, J. C., Pan, B., & Raschid, A. E. (2008). A survey method for identifying key drivers of guest delight. *International Journal of Contemporary Hospitality Management*, 20(4), 462–470. <https://doi.org/10.1108/09596110810873552>
- Dagger, T. S., & O'Brien, T. K. (2010). Does experience matter? *European Journal of Marketing*, 44(9/10), 1528–1552. <https://doi.org/10.1108/03090561011062952>
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in Consumer Relationships: a Cross-Country and Cross-Industry exploration. *Journal of Marketing*, 65(4), 33–50. <https://doi.org/10.1509/jmkg.65.4.33.18386>
- Duarte, P., & Silva, S. C. E. (2020). Need-for-touch and online purchase propensity: A comparative study of Portuguese and Chinese consumers. *Journal of Retailing and Consumer Services*, 55, 102122. <https://doi.org/10.1016/j.jretconser.2020.102122>
- Foroudi, P., Tabaghdehi, S. a. H., & Marvi, R. (2020). The gloom of the COVID-19 shock in the hospitality industry: A study of consumer risk perception and adaptive belief in the dark cloud of a pandemic. *International Journal of Hospitality Management*, 92, 102717. <https://doi.org/10.1016/j.ijhm.2020.102717>
- Gilbert, D., & Horsnell, S. (1998). Customer satisfaction measurement practice in United Kingdom hotels. *Journal of Hospitality & Tourism Research*, 22(4), 450–464. <https://doi.org/10.1177/109634809802200408>
- Gilboa, S., Seger-Guttmann, T., & Mimran, O. (2019). The unique role of relationship marketing in small businesses' customer experience. *Journal of Retailing and Consumer Services*, 51, 152–164. <https://doi.org/10.1016/j.jretconser.2019.06.004>
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling a Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351. <https://doi.org/10.1108/09596110010342559>
- Kim, W. G., & Cha, Y. (2002). Antecedents and consequences of relationship quality in hotel industry. *International Journal of Hospitality Management*, 21(4), 321–338. [https://doi.org/10.1016/s0278-4319\(02\)00011-7](https://doi.org/10.1016/s0278-4319(02)00011-7)
- Kim, W. G., & Moon, Y. J. (2008). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant



- type. *International Journal of Hospitality Management*, 28(1), 144–156. <https://doi.org/10.1016/j.ijhm.2008.06.010>
- Klemperer, P. (1987). Markets with Consumer Switching Costs. *The Quarterly Journal of Economics*, 102(2), 375. <https://doi.org/10.2307/1885068>
- Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 80(4), 317–329. <https://doi.org/10.1016/j.jretai.2004.10.007>
- Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017). Hotel Service Recovery and Service Quality: Influences of Corporate Image and Generational Differences in the Relationship between Customer Satisfaction and Loyalty. *Journal of Global Marketing*, 30(1), 42–51. <https://doi.org/10.1080/08911762.2016.1262932>
- Lin, J. C., & Lin, C. (2011). What makes service employees and customers smile. *Journal of Service Management*, 22(2), 183–201. <https://doi.org/10.1108/09564231111124217>
- Lovelock, C., & Wirtz, J. (2011). *Service Marketing: people, technology, strategy*. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/8769/slug/service-marketing-6-e-people-technology-strategy.html>
- Mattila, A. (2001). Emotional bonding and restaurant loyalty. *Cornell Hotel and Restaurant Administration Quarterly*, 42(6), 73–79. [https://doi.org/10.1016/s0010-8804\(01\)81012-0](https://doi.org/10.1016/s0010-8804(01)81012-0)
- Morhart, F. M., Herzog, W., & Tomczak, T. (2009). Brand-Specific Leadership: Turning Employees into Brand Champions. *Journal of Marketing*, 73(5), 122–142. <https://doi.org/10.1509/jmkg.73.5.122>
- Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing Intelligence & Planning*, 25(1), 98–106. <https://doi.org/10.1108/02634500710722425>
- Nguyen, P. T., Cao, H. V., Phuoc, H. M., & Tran, P. T. (2022). Effects of relational benefits in the model of customers' benefits and relationship quality in Vietnam. *Economies*, 10(11), 283. <https://doi.org/10.3390/economies10110283>
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006a). Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.904647>
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006b). Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.904647>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2021). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564. <https://doi.org/10.1177/0047287521997572>
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2014). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- Tsang, N. K. F., Lai, M. T. H., & Law, R. (2010). Measuring E-Service Quality for Online travel Agencies. *Journal of Travel & Tourism Marketing*, 27(3), 306–323. <https://doi.org/10.1080/10548401003744743>
- Wu, H., Li, M., & Li, T. (2014). A study of experiential quality, experiential Value, experiential satisfaction, theme park image, and Revisit Intention. *Journal of Hospitality & Tourism Research*, 42(1), 26–73. <https://doi.org/10.1177/1096348014563396>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31. <https://doi.org/10.2307/1251929>