

## DAFTAR PUSTAKA

- Aaker, D. (2014). *Building Strong Brands*. (A. Baderi, Trans.). Bumi Aksara, Jakarta.
- Brown, S. A., Venkatesh, V., dan Goyal, S. (2014). Expectation Confirmation in Information System Research: A Test of Six Competing Models. *MIS Quarterly*, 38(3), 729-756.
- Cardozo, R. N. (1965). An Experimental Study of Customer Effort, Expectation and Satisfaction. *Journal of Marketing Research*, 2, 244-249.
- Churchill, G. A. dan Surprenant, C. (1982). An Investigation Into the Determinants of Customer Satisfaction. *Journal Marketing Research*, 9(4), 491-504.
- Engle, J. F., Blackwell, R. D., dan Miniard, P. W. (2012). *Consumer Behavior*, Cengage Learning Asia Pte Ltd., Singapore.
- Ghozali, I. (2016). Model Persamaan Struktural, Konsep dan Aplikasi dengan Program Amos 22.0 Update Bayesian SEM. Universitas Diponegoro, Semarang.
- Hair, J., Black, W., Babin, B., dan Anderson, R. (2010). *Multivariate Data Analysis*, Seventh Edition. Prentice Hall, New Jersey.
- Hartono, J. (2016). *Metode Penelitian Bisnis, Salah Kaprah dan Pengalaman*, Edisi 6. BPFE, Yogyakarta.
- He, Y., Chan, L. K., dan Tse, S. K. (2008). From Consumer Satisfaction to Repurchase Intention: The Role of Price Tolerance in a Competitive Service Market. *Total Quality Management*, 19(9), 949-961.
- Herrmann, A., Huber, F., dan Braunstein, C. (1999). A Regret Theory Approach to Assessing Customer Satisfaction when Alternatives are Considered. *European Advances in Consumer Research*, 4, 82-88.
- Hossain, M. S. (2019). Impact of Perceived Service Quality Dimensions on Customer Satisfaction in Hospitality Industry. *Global Review of Research in Tourism, Hospitality, and Lesure Management*, 5(1), 683-699.
- Hovland, C. I., Harvey, O. J., & Sherif, M. (1957). Assimilation and Contrast Effects in Reactions to Communication and Attitude Change. *The Journal of Abnormal and Social Psychology*, 55(2), 244-252.
- Kim, M. G., Lee, C. H., dan Mattila, A. S. (2014). Determinants of Customer Complaint Behavior in a Restaurant Context: The Role of Culture, Price

- Level and Customer Loyalty. *Journal of Hospitality Marketing & Management*, 23, 885-906.
- Kotler, P. dan Armstrong, G. (2018). *Principles of Marketing*, Edisi 15, Pearson, New Jersey.
- Kotler, P., dan Keller, K. L. (2016). *Marketing Management*, Global Edition, 15<sup>th</sup> Ed. Pearson Education, England.
- Kulviwat, S., Guo, C., dan Engchanil, N. (2004). Determinants of Daring Information Search: A Critical Review and Assessment. *Internet Research*, 4(3), 245-253.
- Li, H. dan Liu, Y. (2014). Understanding Post-Adoption Behavior of E-Service Users in The Context of Daring Travel Services. *Information & Management*, 51, 1043-1052.
- Liao, C., Lin, H. N., Luo, M. M., dan Che, S. (2017). LFactor Influencing Daring Shoppers' Repurchase Intention: The Roles of Satisfaction and Regret. *Information & Management*, 54(5), 651-668.
- Myers, A. I., McCrea, S. M., dan Tyser, M. P. (2014). The Role of Thought-Content and Mood in the Preparative Benefits of Upward Counterfactual Thinking. *Motivation Emotion*, 8(1), 166-182.
- Nagengast, L., Evanschitzky, H., Blut, M., dan Rudolph, T. (2014). New Insight in the Moderating Effect of Switching Cost on the Satisfaction-Repurchase Behavior Link. *Journal of Retailing*, 90(3), 408-427.
- Oliver, K. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decision. *Journal of Marketing Research*, 17, 460-469.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on The Consumer*, McGraw-Hill, New York.
- Parasuraman, A., Zeithaml, V. A., dan Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality. *Journal of Retailing*, 64(1), 13-37.
- Pick, D. dan Eisend, M. (2018). Buyers' Perceived Switching Cost and Switching: A Meta-Analytic Assessment of Their Antecedents. *Journal Academy Marketing Science*, 42(2), 186-204.
- Ping, R. A., (2003). Atecedents of Satisfaction in a Marketing Channel. *Journal of Retailing*, 79(4), 237-248.
- Punj, G. N. dan Staelin, R. (1983). A Model of Consumer Information Search Behavior for New Automobiles. *Journal Consumer Researc*, 9(4), 366-380.

- Reichheld, F. F. dan Schefter, P. (2000). E-Loyalty: Your Secret Weapon on The Web. *Harvard Business Review*, 78(4), 105-113.
- Samudro, A., Sumarwan, U., Simanjuntak, M., dan Yusuf, E. Z. (2020). Assessing The Effect of Perceived Quality and Perceived Value on Customer Satisfaction. *Management Science Letters*, 10. 1077-1084.
- Schiffman, L. G. dan Kanuk, L. L. (2010). Consumer Behavior, Tenth Edition. Pearson Education, New Jersey.
- Shindler, P. S. (2019). Business Research Method, 13 Ed. McGraw-Hill, New Jersey.
- Tjiptono, F., (2014), *Manajemen Pemasaran Jasa*. Andi Offset, Yogyakarta.
- Tsiros, M. dan Mittal, V. (2000). Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making. *Journal of Consumer Research*, 26(4), 401-417.
- Turban, E., King, D., Lee, J., Liang, T. P., dan Turban, D. C. (2012). *Electronic Commerce. A Managerial Perspective. Global Edition*. Pearson, New Jersey.
- Wien, A. H. dan Olsen, S. O. (2014). Understanding The Relationship between Individualism and Word of Mouth: A Self-Enhancement Explanation. *Psychology & Marketing*, 31(6), 416-425.
- Yim, C. K. B., Chan, K. W., dan Hung, K. (2007). Multiple Reference Effect in Service Evalation: Roles of Alternative Attractiveness and Self-Image Congruity. *Journal Retail*, 3(1), 147-157.
- Zeelenberg, M. (1999). Anticipated Regret, Expected Feedback and Behavioral Decision Making. *Journal Behavior Decision Making*, 12(2), 93-106.
- Zeelenberg, M. dan Pieters, R. (2004). A Theory of Regret Regulation 1.0. *Journal of Consumer Psychology*, 17(1), 3-18.
- Zhang, Q. dan Prasongsukarn, K. (2017). A Relationship Study of Price Promotion, Customer Quality Evaluation, Customer Satisfaction and Repurchase IntentionL A Case Study of Starbucks in Thailand. *Internasional Journal of Management and Applied Science*, 3(9), 29-32.