

Daftar Pustaka

- Aaker, David A. 1992. "The Value of Brand Equity." *Journal of Business Strategy* 13 (July/August): 27-32
- Akbar, M.M. dan Parvez, N. (2009), "Impact of service quality, trust and customer satisfaction on customer loyalty", *ABAC Journal*, Vol. 29, pp. 24-38.
- Akinboade, O., Kinfack, E. dan Mokwena, M. (2012), "An analysis of citizen satisfaction with public service delivery in the Sedibeng district municipality of South Africa", *International Journal of Social Economics*, Vol. 39 No. 3, pp. 182-199.
- Alba, Joseph W. dan J. Wesley Hutchinson. 1987. "Dimensions of Cosumer Expertise." *Journal of Consumer Research* 13 (March): 411-454
- Anderson, E.W., C. Fornell, dan D. R. Lehmann. 1994. Customer satisfaction, market share and profitability: Findings from Sweden. *Journal of Marketing* 58: 129-41.
- Anderson, E., dan Sullivan, M. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(Spring), 125–143.
- Anderson, R.E., dan Srinivasan, S.S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123–138.
- Anton, C., Camarero, C., Carrero, M., 2007. Analysing firms' failures as determinants of consumer switching intentions: the effect of moderating factors. *Eur. J. Mark.* 41 (1/2), 135e158.
- Arora, R dan Stoner, C. (1996), "The effect of perceived service quality and name familiarity on the service selection decision", *Journal of Services Marketing*, Vol. 10 No. 1, pp. 23-34
- Au, N., Ngaib, E.W.T., dan Chengb, T.C.E. (2002). A critical review of end-user information system satisfaction research and a new research framework. *Omega*, 30(6), 451–478.
- Auh, S. dan Johnson, M.D. (2005), "Compatibility effects in evaluations of satisfaction and loyalty", *Journal of Economic Psychology*, Vol. 26, pp. 35-57.
- Aydin, S., dan G. Ozer. 2005. National customer satisfaction indices: An implementation in the Turkish mobile telephone market. *Marketing Intelligence and Planning* 23 (5): 486-504.
- Babakus, E. dan Boller, G.W. (1992), "An empirical assessment of the SERVQUAL scale", *Journal of Business Research*, Vol. 24 No. 3, pp. 253-68.
- Back, K. (2005). The effect of image congruence on customers brand loyalty in upper middleclass hotel industry. *Journal of Hospitality & Tourism Research*, 29(4), 448-467.
- Bansal, S., dan Gupta, G. (2001). "Building customer loyalty business-to-business commerce. In J. N. Sheth, A. Parvatiyar & G. Shainesh, eds., *Customer*

- Relationship Management*”, New Delhi, Tata McGraw-Hill, 2001, pp. 3-25.
- Barnes, B.R., Fox, M., dan Morris, D.S. (2004). Exploring the linkage between internal marketing, relationship marketing and service quality: A case study of a consulting organization. *Total Quality Management & Business Excellence*, 15(5–6), 593–602.
- Baron, R.M. dan Kenny D. A. (1986). The Moderator-mediator variable distinction in social Psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and sosial psychology*, Vol. 51, No.6, 1173-1182
- Barroso, C. dan Picón, A. (2012), “Multi-dimensional analysis of perceived switching costs”, *Industrial Marketing Management*, Vol. 41 No. 3, pp. 531-543.
- Berry, L.L., Zeitz, V. A. Dan Parasuraman, A. (1985), “Quality comes in services, too”, *Business Horizons*, Vol. 28 No. 3, pp.44-52
- Bitner, M.J. (1990). Evaluation service encounters: The effects of physical surroundings and employee response. *Journal of Marketing*, 54(April), 69–82.
- Blut, M., Frennea, C.M., Mittal, V., Mothersbaugh, D.L., 2015. How procedural, financial and relational switching costs affect customer satisfaction, repurchase intentions, and repurchase behavior: a meta-analysis. *Int. J. Res. Mark.* 32 (2), 226–229.
- Brady, M.K. dan Cronin, J.J. Jr (2001), “Some new thoughts on conceptualizing perceived service quality: a hierarchical approach”, *Journal of Marketing*, Vol. 65 No. 3, pp. 34-49.
- Broderick, A.J. dan Vachirapornpuk, S. (2002), “Service quality in internet banking: the importance of customer role”, *Marketing Intelligence & Planning*, Vol. 20 No. 6, pp. 327-335.
- Brown, T.J., Churchill, G.A. dan Peter, J.P. (1993), “Improving the measurement of service quality”, *Journal of Retailing*, Vol. 69 No. 1, pp. 127-39.
- Bodet, G. 2008. Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. *Journal of Retailing and Consumer Services* 15: 156–162.
- Bolton, R.N. dan Drew, H.J. (1991), “A multistage model of customers’ assessments of service quality and value”, *Journal of Consumer Research*, Vol. 17 No. 4, pp. 375-84.
- Boulding, W., A. Kalra, R. Staelin, dan V. A. Zeithaml. 1993. A dynamic process model of service quality: from expectations to behavioural intentions. *Journal of Marketing Research* 30(February): 7-27.
- Bowen, J.T., Chen McCain, S.L., 2015. Transitioning loyalty programs: a commentary on “the relationship between customer loyalty and customer satisfaction”. *Int. J. Contemp. Hosp. Manag.* 27 (3), 415–430.
- Bozorgi, M.M., 2006. Measuring Service Quality of airline using SERQUAL model (case of IAA) (Master thesis). Tarbiat Modares University, Faculty of Engineering, Lulea Institute of Technology, Sweden.

- Buzzell, R.D. dan Gale, B.T. (1987), *The PIMS Principles: Linking Strategy to Performance*, The Free Press, New York, NY.
- Burnham, T.A., Frels, J.K. dan Mahajan, V. (2003), “Consumer switching costs: a typology, antecedents, and consequences”, *Journal of the Academy of Marketing Science*, Vol. 31 No. 2, pp. 109-126.
- Burnham, G. M., Pariyo, G., Galiwango, E., dan Wabwire- Mungen, F. (2004). Discontinuation of cost sharing in Uganda. *Bulletin of the World Health Organization*, 82(3), 187–195.
- Caceres, R.C. dan Nicholas G.P. 2007. Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing*. Vol. 41 No. 7/8.
- Carhuana, A., Erwing, M.T. dan Ramaseshan, B. (2000), “Assessment of the three-column format SERVQUAL: an experimental approach”, *Journal of Business Research*, Vol. 49 No. 1, pp. 57-65.
- Carman, J.M. (1990), “Consumer perceptions of service quality: an assessment of SERVQUAL dimensions”, *Journal of Retailing*, Vol. 66 No. 1, pp. 33-55.
- Caruana, A., Money, A.H. dan Berthon, P.R. (2000), “Service quality and satisfaction-the moderating role of value”, *European Journal of Marketing*, Vol. 34 Nos 11/12, pp. 1338-1353.
- Chang, H.H. (2007). Critical factors and benefits in the implementation of customer relationship management. *Total Quality Management & Business Excellence*, 18(5), 483–508.
- Chang, H.H., Wang, Y., dan Yank, W. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management and Business Excellence*, 20(4), 423–443.
- Chea, S., dan M. M. Luo. 2005. E-service customer retention: The roles of negative affectivity and perceived switching costs. *Proceeding of the Eleventh America Conference on Information System*. Omaha, NE, USA.
- Chen, S.C., 2012. The customer satisfaction–loyalty relation in an interactive e-service setting: the mediators. *J. Retail. Consum. Serv.* 19 (2), 202–210.
- Chiou, J. dan Droge, C. (2006), “Service quality, trust, specific asset investment and expertise:direct and indirect effects in a satisfaction-loyalty framework”, *Journal of Academy of Marketing Science*, Vol. 34 No.4, pp. 613-627
- Chodzaza, G.E. dan Harry S.H. G. (2013). Service Quality, customer satisfaction and loyalty among industrial customers of a public electricity utility in Malawi.Vol. 7 No.2, 2013 pp. 269-282
- Clow, K.E. dan Vorhies, D.W. (1993), “Building a competitive advantage for service firms: measurement of consumer expectations of service quality”, *The Journal of Service Marketing*, Vol. 7 No. 1, pp. 22-32.
- Cody, K. dan B. Hope. 1999. EX-SERVQUAL: an instrument to measure service quality of extranets. *Proceedings of the 10th Australasian Conference on Information Systems*. Wellington.

- Cooper, D. R. dan Schindler, P. S. 2014. *Business Research Methods*. 12th ed. New York: McGraw-Hill
- Cronin, J.J. Jr dan Taylor, S.A. (1992), “Measuring service quality: a reexamination and extension”, *Journal of Marketing*, Vol. 56 No. 3, pp. 55-68.
- Cronin, J.J. dan Taylor, S.A. (1994), “SERVPERF vs SERVQUAL: reconciling performances based perception – minus – expectations measurement of service quality”, *Journal of Marketing*, Vol. 58 No. 1, pp. 125-31.
- Cronin, J.J., Brady, M.K., Hult, G., 2000. Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments. *J. Retail.* 76 (2), 193–218.
- Cupta, S., Lehmann, R.D. dan Stuart, J.A. (2004), “Valuing customers”, *Journal of Marketing Research*, Vol. 41 No. 1, pp. 7-18.
- De Keyser, A., Lariviere, B., 2014. How technical and functional service quality drive consumer happiness: moderating influences of channel usage. *J. Serv. Manag.* 25 (1), 30–48.
- Deng, Z., Lu, Y., Wang, B. dan Zhang, J. (2010a), “An empirical analysis of factors influencing users’ adoption and use of mobile services in China”, *International Journal of Mobile Communications*, Vol. 8 No. 5, pp. 561-585.
- DetikOto. 2017. “Data penjualan Motor Honda, Yamaha, Suzuki dkk,” Diakses pada 19 September 2017. <https://m.detik.com/oto/motor/3559408/data-penjualan-motor-honda-yamaha-dkk>
- DetikOto. 2017. “Data AISI periode Juni 2017: Semua Pabrikan Anjlok! Honda Kuasai 69,53% vs Yamaha 27,7% Market Share.” Diakses pada 19 September 2017. <http://warungasep.net/2017/07/13/data-aisi-juni-2017-semua-pabrikan-anjlok-honda-kuasai-6953-vs-yamaha-277-market-share/>
- DetikOto. 2017. “Data penjualan sepeda motor 2005-2017.” Diakses pada 17 Oktober 2017. <http://triatmono.info/data-penjualan-tahun-2012/data-penjualan-motor-tahun-2005/>
- Dewitt, T., Doan T.N., dan Roger, M. 2008. Exploring Customer Loyalty Following Service Recovery The moderating Effects of Trust and Emotions. *Journal of Service research*, Volume 10, No. 3, 269-281
- Dubé, J. P., G. J. Hitsch, dan P. E. Rossi. 2009 Do switching costs make markets less competitive? *Journal of Marketing Research* 46 (August): 435–445.
- Eliashberg, Jehoshua dan Thomas S. Robertson. 1988. “New Product Preannouncing Behaviour: A Market Signaling Study.” *Journal of Marketing Research* 25 (August):282-292
- Emel. 2014.A review on dimation of service quality Models. *Journal of Marketing Management*. Vol. 2, No. 2, pp. 79-93
- Farrell, J., dan Shapiro, C. (1988). Horizontal mergers: An equilibrium analysis, Working paper 88- 4 (Program in Law and Economics, University of California, Berkeley).

- Fornell, Claes. 1992. "A National Customer Satisfaction Barometer: The Swedish Experience." *Journal of Marketing* 56 (January): 6-21
- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J. dan Bryant, B.E. (1996), "The American customer satisfaction index: nature, purpose, and findings", *The Journal of Marketing*, Vol. 60 No. 4, pp. 7-18.
- Friedl, G., Wagner, S.M., 2012. Supplier development or supplier switching? *Int. J. Prod. Res.* 50 (11), 3066e3079.
- Ganesh, J., Arnold, M.J. dan Reynolds, K.E. (2000), "Understanding the customer base of service providers: an examination of the differences between switchers and stayers", *Journal of Marketing*, Vol. 64, pp. 65-87.
- Garvin, D. A. 1983. Quality on the line. *Harvard Business Review* 61 (September-October): 65-73.
- Giese, J. L., dan J. A. Cote. 2000. Defining customer satisfaction. *Academy of Marketing Science Review*. http://www.ansreview.org/articles/giese_01-2000.pdf [11 July 2014].
- Getty, J. M., dan Thompson, K. N. (1994). A procedure for scaling perceptions of lodging quality. *Journal of Hospitality Research*, 18(2), 75-96.
- Ghozali, Imam (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gro'nroos, C. (1984), "A service quality model and its marketing implications", *European Journal of Marketing*, Vol. 18 No. 4, pp. 36-44.
- Gro'nroos, C. (1988), "Service quality: the six criteria of good perceived service", *Review of Business*, Vol. 9 No. 3, pp. 10-13.
- Gr nroos, C., 1990. Relationship approach to marketing in service contexts: the marketing and organizational behavior interface. *J. Bus. Res.* 20, 3-11.
- Grönroos, Christian (1995), "Relationship Marketing: The Strategy Continuum", *Journal of the Academy of Marketing Science*, 23(4), 252-254.
- Gro'nroos, C. (2001), "The perceived service quality concept – a mistake?", *Managing Service Quality*, Vol. 11 No. 3, pp. 150-152.
- Guiltinan, Joseph P. 1989. "A Classification of Switching Costs With Implications for Relationship Marketing." *In 1989 AMA Winter Educators' Conference: Marketing Theory and Practice*, Ads. Terry L. Childers, Richard P. Bagozzi, and J. Paul Peter, Chicago: American Marketing Association, 216-220.
- Guo, L., Xiao, J.J., Tang, C., 2009. Understanding the psychological process underlying customer satisfaction and retention in a relational service. *J. Bus. Res.* 62 (11), 1152-1159.
- Hair, J. F.; Black, W.; Babin, B.; Anderson, R.; dan Tatham, R. 2014. *Multivariate Data Analysis*. 7th ed. Upper side river, New Jersey: Pearson Prentice Hall.
- Hauser, J. R., Simester, D. I., dan Wernerfelt, B., (1994). Customer satisfaction incentives. *Marketing Science*, 13(4), 327-350.
- Haque, A., A. Khatibi, A. Raquib, dan S. Al Mahmud. 2007. Consumer perception and its choice of mobile telecom service provider in Malaysia. *Journal of International Business and Economics* 7 (2).

http://goliath.ecnext.com/coms2/gi_0198-475321/Consumerperception-and-its-choice.html [21 May 2009].

- Heide, Jan B. dan Allen M. Weiss. 1995. "Vendor Consideration and Switching Behaviour for Buyers in High-Technology Markets," *Journal of Marketing* 59 (July): 30-43
- Homburg, C. dan Giering, A. (2001), "Personal characteristics as moderators of the relationship between customer satisfaction and loyalty – an empirical analysis", *Psychology & Marketing*, Vol. 18 No. 1, pp. 43-66.
- Hsin Chang, H., Yao, H.W. dan Wen, Y.Y. 2009. The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management*. Vol. 20, No. 4, April 2009, 423-443
- Izogo, E.E., dan I. E. Ogba. 2015. Service quality, customer satisfaction and loyalty in the automobile repair services sector. *International Journal of Quality and Reliability Management* 32 (3): 250 – 269.
- Jackson, B. B. (1985). *Build customer relationships that last*. Harvard Business Review. Nov-Dec, 120-128. ington, MA: Lexington Books.
- Jackson, Barbara B. 1985. *Winning and Keeping industrial customers, ILe*
- Jones, M. A., Mothersbaugh, D. L., dan Beatty, S. E. (2000). Switching Barriers and Repurchase Intentions in Services. *Journal of Retailing*, 76(2), 259-74.
- Jones, M.A., Mothersbaugh, D.L., Beatty, S.E., 2002. Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *J. Bus. Res.* 55 (6), 441e450.
- Jones. M. A., Reynolds, K. E., Mothersbaugh, D. L., dan Beatty, S. E. (2007). The positive and negative effects of switching costs on relational outcomes. *Journal of Service Research*, 9(4), 335-355.
- Kang, G.D., James, J., 2004. service quality dimensions: an examination of Gr nroos' service quality model service quality dimensions: an examination of Gr nroos' service quality model. *Manag. Serv. Qual.* 14 (4), 266–277.
- Kang, S.S., Nobuyuki, O., Herbert, D., 2004. Service quality and its effects on customer satisfaction and customer behavioral intention: hotel and Ryokan Guests in Japan. *Asia Pac. J. Tour. Res.* 9 (2), 189–203.
- Kim, M., Kliger, D., dan Vale, B. (2003). Estimating switching costs: The case of banking. *The Journal of Financial Intermediation*, 12, 25–56.
- Kim, Y.M. dan Park, S.H. (2000), " Conceptualizing and measuring the attitudinal loyalty construct in recreational sport context", *Journal of Sport Management*, Vol. 14 No. 3, pp. 197-207
- Kim, M.-K., Park, M.-C. dan Jeong, D.-H. (2004), "The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services", *Telecommunications Policy*, Vol. 28 No. 2, pp. 145-159.

- Klemperer, P. (1995). Competition when consumers have switching costs: An overview with applications to industrial organization, macroeconomics and international trade. *Review of Economic Studies* 62: 515-39.
- Kotler, P., Keller, K.L., 2009. Marketing management (13th end). New Jersey: Pearson Education Inc, Upper Saddle River: NJ.
- Kotler, P. (2000). Marketing management. New Jersey: Prentice Hall.
- Kumar, V., Pozza, I.D., Ganesh, J., 2013. Revisiting the satisfaction–loyalty relationship: empirical generalizations and directions for future research. *J. Retail.* 89 (3), 246–262.
- Kuo, Yen-Ku, dan Ye, Kung-Don (2009). The causal relationship between service quality, corporate image and adults' learning satisfaction and loyalty: A study of professional training programmes in a Taiwanese vocational institute. *Total Quality Management and Business Excellence*, 20(7), 749–762.
- Kuo, Y.-F., Wu, C.-M. dan Deng, W.-J. (2009), “The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services”, *Computers in Human Behavior*, Vol. 25 No. 4, pp. 887-896.
- Kuppelwieser, V.G. dan Sarstedt, M. (2014), “Exploring the influence of customers' time horizon perspectives on the satisfaction-loyalty link”, *Journal of Business Research*, Vol. 67 No. 12, pp. 2620-2627.
- Lai, F., Griffin, M. dan Babin, B.J. (2009), “How quality, value, image, and satisfaction create loyalty at a Chinese telecom”, *Journal of Business Research*, Vol. 62 No. 10, pp. 980-986.
- Lam, R. dan Burton, S. (2006), “SME banking loyalty (and disloyalty): a qualitative study in Hong Kong”, *International Journal of Bank Marketing*, Vol. 24 No. 1, pp. 37-52.
- Lapierre, J., Filiatrault, P. dan Pierrien, J. (1996), “Research on service quality evaluation: evolution and methodological issues”, *Journal of Retailing of Consumer Services*, Vol. 2, pp. 91-8.
- Lassar, W.M., Manolis, C., Wisor, R.D., 2000. Service quality perspectives and satisfaction in private banking. *Int. J. Bank Mark.* 18 (4), 181–199.
- Latour, S.A. dan Peat, N.C. (1979), “Conceptual and methodological issues in consumer satisfaction research”, *Advances in Consumer Research*, Vol. 6, pp. 431-437.
- Lee, J., Lee, J., dan Feick, L. (2001). The impact of switching costs on the customer satisfaction-loyalty link: Mobile phone service in France. *Journal of Services Marketing*, 15(1), 35-48.
- Lee, H.S., 2013. Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty. *Asian Soc. Sci.* 9 (2), 1.
- Lehtinen, J.R. dan Lehtinen, U. (1982), “Service quality: a study of quality dimensions”, working paper, Service Management Institute, Helsinki.
- Leisen, B., dan C. Vance. 2001. Cross-national assessment of service quality in the telecommunication industry: Evidence from the USA and Germany. *Managing Service Quality* 11 (5): 307-317.

- Lin, A., dan C. Chou. 2004. "Antecedents and consequences of customer switching costs for the mobile phone market". [http://wwwsoc.nii.ac.jp/jepa/IC2004/paper/44%20 Chou.pdf](http://wwwsoc.nii.ac.jp/jepa/IC2004/paper/44%20Chou.pdf) [28 December 2008].
- Lien, N.H., dan Kao, S.L., 2008. The effects of service quality dimensions on customer satisfaction across different service types: alternative differentiation as a moderator. *Adv. Consum. Res.* 35, 522–526.
- Lundahl, N., Vegholm, L.S., Fatima, 2009. Technical and functional determinants of customer satisfaction in the bank-SME relationship. *Manag. Serv. Qual.: Int. J.* 19 (5), 581–594.
- Mangold, G.W. dan Babakus, E. (1991), "Service quality: the front-stage perspective vs the back-stage perspective", *Journal of Services Marketing*, Vol. 5 No. 4, pp. 59-70.
- Mels, Gerhard, Christo Boshoff, dan Denon Nel (1997), "The Dimensions of Service Quality: the Original European Perspective Revisited," *Service Industries Journal*, 17(January), 173-189.
- Meyer-Waarden, L. (2007), "The effects of loyalty programs on customer lifetime duration and share of wallet", *Journal of Retailing*, Vol. 83 No. 2, pp. 223-236.
- Moreira, A.C. dan Pedro, M. S. 2014. The trust- commitment challenge in service quality-loyalty relationships. *International Journal of Health*. Vol. 28 No.3, 2015
- Naderian, Anahita dan Rohaizat Baharun. 2015. Service Quality and Consumer satisfaction and loyalty association moderated by switching cost in hospitality industry. *International Journal of Hospitality & Tourism Systems*. Volume 8 Issue 1 June 2015
- Narayandas, D. (2005), "Building loyalty in business markets", *Harvard Business Review*, Vol. 83 No. 9, pp. 1-10.
- Nisa, Hairin. 2016. "Analisis Pengaruh Efek *Country of Origin*, *Perceived Quality*, dan Persepsi Atas Kekuatan *Virtual Consumer Community* Xiaomi Pada *Brand Loyalty* Konsumen Xiaomi". Tesis. Fakultas Ekonomi Universitas Gadjah Mada. Yogyakarta.
- Oh, H.C. (1995). An empirical study of the relationship between restaurant image and customer loyalty (unpublished doctoral dissertation, Virginia Polytechnic Institute and State University).
- Olsen, S.O., 2002. Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Acad. Mark. Sci.* 30 (3), 240–249.
- Olsen, S.O., Wilcox, J. dan Olsson, U. (2005), "Consequences of ambivalence on satisfaction and loyalty", *Psychology & Marketing*, Vol. 22 No. 3, pp. 247-69.
- Oliver, R.L. (1981). Measurement and evaluation of satisfaction process in retail settings. *Journal of Retailing*, 57(3), 25–48.
- Oliver, R.L. (1989), "Processing of the satisfaction response in consumption: a suggested framework and research propositions", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 2, pp. 1-16.

- Oliver, R.L. (1997). *Customer satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill.
- Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
- Oliver, R.L. (2015), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd ed., Routledge, New York, NY.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L. (1985), “A conceptual model of service quality and its implications for future research”, *Journal of Marketing*, Vol. 49 No. 4, pp. 41-50.
- Parasuraman, A., V. A. Zeithaml, dan L. L. Berry. 1988. SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of retailing* 64: 12-40.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L. (1994), “Reassessment of expectations as a comparison standard in measuring service quality: implications for further research”, *Journal of Marketing*, Vol. 58 No. 1, pp. 111-24.
- Park, S.B., Chung, N., Woo, S.C., 2013. Do reward programs build loyalty to restaurants? The moderating effect of long-term orientation on the timing and types of rewards. *Manag. Serv. Qual.: Int. J.* 23 (3), 225–244.
- Philips, L.W., Chang, D.R. dan Buzzell, R.D. (1983), “Product quality, cost position and business performance: a test of some key hypotheses”, *Journal of Marketing*, Vol. 47 No. 2, pp. 26-43.
- Pratama, H. P. 2016. “Analisis Pengaruh Kualitas Pelayanan Pada Kepuasan dan Loyalitas Konsumen Maskapai Garuda Indonesia”. Tesis. Fakultas Ekonomi Universitas Gadjah Mada. Yogyakarta.
- Program Studi Magister Manajemen. 2017. *Buku Pedoman Penulisan Tesis*. Universitas Gadjah Mada.
- Porter, Michael E. 1980. *Competitive Strategy*. New York: Free Press.
- Porter, M. E. 1985. *The Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.
- Porter, M. E. (1998). *Competitive Advantage (with a new introduction)*. New York: The Free Press.
- Quoquab, F., Nor L.A., dan Jihad M. (2016). Investigating the Effects of Consumer Innovativeness, Service Quality and Service Switching Costs on Service Loyalty in the Mobile Phone Service Context. *Gadjah Mada International Journal of Busines*, Vol 18, No. 1: 21-53
- Rai, A.K. (2013), *Customer Relationship Management: Concepts & Cases*, New Delhi: PHI Learning.
- Reichheld, F.F. (1996), “Learning from customer defections”, *Harvard Business Review*, Vol. 74, March-April, pp. 56-69.
- Reichheld, F.F. dan Sasser, W.E. (1990), “Zero defections: quality comes to services”, *Harvard Business Review*, Vol. 68 No. 5, pp. 105-111.
- Roos, I. dan Gustafsson, A. (2007), “Understanding frequent switching patterns: a crucial element in managing customer relationships”, *Journal of Service Research*, Vol. 10 No. 1, pp. 93-108.

- Rust, R.T. dan Oliver, R.L. (1994), "Service quality: insights and managerial implications from the frontier", in Rust, R.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage Publications, London, pp. 1-19.
- Rust, R.T. dan Oliver, R.L. (2000), "Should we delight the customer?", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 86-94.
- Rust, R., dan Zahorik, A. (1993). Customer satisfaction, customer retention, and market share. *Journal of Retailing*, 69(2), 145-156.
- Rust, R.T., Chung, T.S., 2006. Marketing models of service and relationships. *Mark. Sci.* 25 (6), 560-580.
- Ryu, K., dan Han, H. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- Sadeghi, M., GhafariCherati, M., Dadkhah, R., YaghoubiBijarbonateh, B., Jafari, M., Shahbazi, B., 2014. Effect of functional quality, technical quality and mental image on the satisfaction of 3, 4 and 5-star hotels customers in Mashhad City. *J. Ind. Strateg. Manag.* 10 (32), 29-46.
- Samuelson, William dan Richard Zeckhauser. 1988. "Status Quo Bias in Decision Making." *Journal of Risk and Uncertainty* 1:7-59
- San-Martin, S. dan López-Catalán, B. (2013), "How can a mobile vendor get satisfied customers?", *Industrial Management & Data Systems*, Vol. 113 No. 2, pp. 156-170.
- Schall, (2003). *Effects of stimulus-response compatibility on neural selection in frontal eye field*. *Neuron*, 38, 637-648, 2003.
- Schmit, M.J., dan Allscheid, S.P. (1995). Employee attitudes and customer satisfaction: Making theoretical and empirical connections. *Personnel Psychology*, 48, 521-536.
- Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19-35.
- Seto, Dolores. (2012). Customer loyalty to service providers: examining the role of service quality, customer satisfaction and trust. *Total Quality Management*, Vol. 23, No. 11, 1257-1271
- Shankar, V., Smith, A., dan Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20, 153-175.
- Sharma, A. (1997). Who prefers key account management programs? An investigation of business buying behavior and buying firm characteristics. *Journal of Personal Selling and Sales Management*, 17 (Fall), 27-39.
- Shugan, Steven M. 1980. "The Costs of Thinking." *Journal of Consumer Research* 7 (September): 99-111
- Smith, A.M. (1999), "Some problems when adopting Churchill's paradigm for the development of service quality measurement scales", *Journal of Business Research*, Vol. 46 No. 2, pp. 109-20.

- S derlund, M., Öhman, N., 2005. Assessing behavior before it becomes behavior: an examination of the role of intentions as a link between satisfaction and Repatronizing behavior. *Int. J. Serv. Ind. Manag.* 16 (2), 169–185.
- Suh, J.C., Yi, Y., 2006. When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement. *J. Consum. Psychol.* 16 (2), 145–155.
- Spreng, Richard A. dan Robert D. Mackoy (1996), “An Empirical Examination of a Model of Perceived Service Quality and Satisfaction,” *Journal of Retailing*, 72(2), 201- 214.
- Srivastava, Medha dan Alok, K.M. (2013). Investigating the mediating effect of customer satisfaction in the service quality- customer loyalty relationship. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*; 2013; 26
- Sunghyup, S. H. (2010). Predictors of relationship quality and loyalty in the chain restaurant industry. *Cornell Hospitality Quarterly*, 51, 251-265.
- Taylor, S., dan Baker, T. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers’ purchase intentions. *Journal of Retailing*, 70(2), 163–178.
- Teas, R.K. (1993), “Expectations, performance evaluation, and consumers’ perceptions of quality”, *Journal of Marketing*, Vol. 57 No. 4, pp. 18-34.
- Teas, R.K. (1994), “Expectations as a comparison standard in measuring service quality: an assessment of a reassessment”, *Journal of Marketing*, Vol. 58 No. 1, pp. 132-9.
- Tsaur, S.H., Wang, C.H., Yen, C.H., Liu, Y.C., 2014. Job standardization and service quality: the mediating role of prosocial service behaviors. *Int. J. Hosp. Manag.* 40, 130–138
- Wathne, K.H., Biong, H., Heide, J.B., 2001. Choice of supplier in embedded markets: relationship and marketing program effects. *J. Mark.* 65 (2), 54e66.
- Weiss, Alenn M. dan Jan B. Heide. 1993. “The Nature of Organizational Search in High Technology Markets.” *Journal of Marketing Research* 30 (May): 220-233
- Wernerfelt, Birger. 1985. “Brand Loyalty and User Skills.” *Journal of Economic Behaviour and Organizations* 6:381-385
- Westbrook, R.A. dan Oliver, R.L. (1991), “The dimensionality of consumption emotion patterns and consumer satisfaction”, *Journal of Consumer Research*, Vol. 18, pp. 84-91.
- Wilson, A., Zeithaml, V.A., Bitner, M.J. dan Gremler, D.D. (2008), *Services Marketing*, McGraw-Hill Education, London.
- Woodruff, R.B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.
- Yang, Z., dan R. T. Peterson. 2004. Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing* 21 (10) (October): 799-822.

- Yee, R.W.Y., Yeung, A.C.L., Cheng, T.C.E., 2010. An empirical study of employee loyalty, service quality and firm performance in the service industry. *Int. J. Prod. Econ.* 124 (1), 109e120.
- Yi, Youjiae (1993), "The Determinants of Consumer Satisfaction: The Moderating Role of Ambiguity," *Advances in Consumer Research*, 20, 502-506.
- Yi, Y. dan La, S. (2004), "What influences the relationship between customer satisfaction and repurchase intentions? Investigating the effects of adjusted expectations and customer loyalty", *Psychology and Marketing*, Vol. 21 No. 5, pp. 351-373.
- Yieh, K., Chiau, Y., dan Chiu, Y. (2007). Understanding the antecedents to customer loyalty by applying structural equation modelling. *Total Quality Management and Business Excellence*, 18(3), 267–284.
- Yoo, S.J., Huang, W.H.D., Kwon, S., 2015. Gender still matters: employees' acceptance levels towards e-learning in the workplaces of South Korea. *Knowl. Manag. E-Learn.: Int. J. (KMEL)* 7 (2), 334–347.
- Young Chu, P., Yuan Lee., dan Yu C. (2012). Service Quality, Customer satisfaction, Customer Trust, and Loyalty in An E- Banking Context. *Social Behavior and Personality*, 40(8), 1271-1284
- Yu, C.J., Wu, L., Chiao, Y., dan Tai, H. (2005). Perceived quality, customer satisfaction, and customer loyalty: The case of Lexus in Taiwan. *Total Quality Management and Business Excellence*, 16(6), 707–719.
- Yuan, J. dan Jang, S. (2008), "The effect of quality and satisfaction awareness and behavioral intentions: exploring the role of a wine festival", *Journal of Travel Research*, Vol. 46 No. 3, pp. 279-288.
- Zauberman, G. (2003). The intertemporal dynamics of consumer lock-in. *Journal of Consumer Research*, 30(3), 405-419.
- Zeithaml, V.A., Berry, L.L. dan Parasuraman, A. (1996), "The behavioural consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.
- Zeithaml, V. A. 1988. Consumer perceptions of price, quality, and value: A means-end and synthesis of evidence. *Journal of Marketing* 52 (3): 2-22.
- Zeithaml, V. A., L. L. Berry, dan A. Parasuraman. 1988. Communication and control processes in the delivery of service quality. *Journal of Marketing* 52 (2): 35-48.
- Zeithaml, V.A. (2000), "Service quality, profitability, and the economic worth of customers: what we know and what we need to learn", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 67-85.
- Zeithaml, V. A. dan M. J. Bitner. 2000. *Services Marketing: Integrating Customer Focus Across the Firm* (2nd eds.). New York, NY: McGraw Hill.
- Zins, A.H. (2001), "Relative attitudes and commitment in customer loyalty models: some experiences in the commercial airline industry", *International Journal of Service and Industry Management*, Vol. 12 No. 3, pp. 269-94.