

DAFTAR PUSTAKA

- DataReportal – Global Digital Insights, 2023. <https://datareportal.com/reports/digital-2023-indonesia>
- Katadata, 2023: <https://databoks.katadata.co.id/datapublish/2023/03/08/pengguna-internet-di-indonesia-tembus-215-juta-orang>
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2023: <https://apjii.or.id/survei2023>
- Gao et al., 2023. *The Impact of Artificial Intelligence Stimuli on Customer Engagement and Value Co-creation: The Moderating Role of Customer Ability Readiness*. Journal of Research in Interactive Marketing. doi:10.1108/JRIM-03-2022-0068.
- Nguyen, T. T., et al. (2023). *Chatbots in Frontline Services and Customer Experience: An Anthropomorphism Perspective*. Journal of Consumer Behaviour, 22(1), 123-135. doi:10.1002/mar.21882.
- Khan, A., Hamid, A. B. A., Saad, N., & Arif, A. R. (2023). *Effectiveness of Artificial Intelligence in Building Customer Loyalty: Investigating the Mediating Role of Chatbot in the Tourism Sector of Pakistan*. International Journal of Academic Research in Business and Social Sciences, 13(9), 45-60. doi:10.6007/ijarbss/v13-i9/18422.
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). *The impact of chatbots on customer loyalty: A systematic literature review*. Journal of Theoretical and Applied Electronic Commerce Research, 17(1), 212-229. doi:10.3390/jtaer17010011.
- Chandra, K., Dewi, N., & Nexio, H. (2022). *How chatbots' social presence communication enhances consumer engagement, brand likability, interaction satisfaction*. <https://cyberleninka.ru/article/n/how-chatbots-social-presence-communication-enhances-consumer-engagement-brand-likability-interaction-satisfaction-the-mediating>.
- Hsu, C. L., & Lin, J. C. C. (2023). *Understanding the user satisfaction and loyalty of customer service chatbots*. Journal of Retailing and Consumer Services, 71, 103211. doi:10.1016/j.jretconser.2023.103211.
- Cheng, Y., & Jiang, H. (2022). *Customer-brand relationship in the era of artificial intelligence: Understanding the role of chatbot marketing efforts*. <https://www.scirp.org/reference/referencespapers?referenceid=3720154>.
- Hari, H., Iyer, R., & Sampat, B. (2022). *Customer brand engagement through chatbots on bank websites—examining the antecedents and consequences*. International Journal of Market Research. <https://psycnet.apa.org/record/2022-09462-001>.
- Gummesson, E. (2011). *Total Relationship Marketing: Marketing management, relationship strategy, CRM, and a new dominant logic for the value-creating network economy (3rd ed.)*. Butterworth-Heinemann. ISBN 978-0-12-415803-0.

- Gummesson, E. (2017). "From relationship marketing to total relationship marketing and beyond". *Journal of Services Marketing*, 31(1), 16-19. <https://www.emerald.com/insight/content/doi/10.1108/JSM-11-2016-0398/full/html>
- Sugiyono, (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA.
- Byrne, B. M. (2016). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming (3rd ed.)*. Routledge.
- Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling (4th ed.)*. Guilford Press.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis (7th ed.)*. Pearson.
- Schumacker, R. E., & Lomax, R. G. (2016). *A Beginner's Guide to Structural Equation Modeling (4th ed.)*. Routledge.
- Hoyle, R. H. (2015). *Handbook of Structural Equation Modeling (2nd ed.)*. Guilford Press.
- Bruce L. Bowerman, Richard O'Connell, Anne M. Drougas, William M. Duckworth, Emilly S. Murphree. 2019. *Business Statistics and Analytics in Practice*. McGraw-Hill Education.
- Malhotra, N. K. (2007). *Marketing Research: An Applied Orientation (5th Edition)*. Pearson Education.
- Latan, H. (2012). *Structural Equation Modeling: Konsep dan Aplikasi Menggunakan Program LISREL 8.80*. Alfabeta.
- Preacher, K. J., Rucker, D. D., & Hayes, A. F. (2019). *Advances in mediation and moderation analysis*. In T. D. Little (Ed.), *The Oxford Handbook of Quantitative Methods* (pp. 500-532). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199934898.013.0019>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2019). *Unified Theory of Acceptance and Use of Technology: A reappraisal*. *Journal of the Association for Information Systems*, 19(5), 350-376. <https://doi.org/10.17705/1jais.00507>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *Advanced Mediation and Moderation Techniques in Marketing Research*. Springer. <https://doi.org/10.1007/978-3-030-06016-3>
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). *Customer engagement in the digital age: A framework and research agenda*. *Journal of Interactive Marketing*, 45, 27-41. <https://doi.org/10.1016/j.intmar.2018.07.003>