

DAFTAR PUSTAKA

- Adhari, I. Z. (2021). *Kepuasan Pelanggan & Pencapaian Brand Trust*. Pasuruan: Qiara Media.
- Afifah, N. (2024). *Pemasaran Jasa (Service Marketing)*. Padang: Takaza Innovatix Labs.
- Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The Intricate Relationships of Consumers' Loyalty and Their Perceptions of Service Quality, Price and Satisfaction In Restaurant Service. *TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/TQM-06-2021-0158>
- Ar Royan, H. M., & Agus Setyawan, A. (2023). Enrichment: Journal of Management The influence of customer satisfaction and service quality on customer loyalty at moh yamin's wedangan. *Enrichment: Journal of Management*, 13(5).
- Bupu, R., Sodikin, M., & Sanchita, S. (2023). Towards Customer Satisfaction: The Role of Customer Relationship Management, Service Quality, and Customer Perceptions. *Journal of Digital Marketing and Halal Industry*, 5(1), 41–56. <https://doi.org/10.21580/jdmhi.2023.5.1.15991>
- Curatman, A. (2020). *Program Loyalitas Pelanggan*. Yogyakarta: Deepublish.
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Fiqqih, M. N. (2023). *The Effect of Perceived Price Fairness, Product Quality, and Service Quality on Customer Loyalty with Customer Satisfaction Mediation on Shopee Consumers*. Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-008-4_35
- Gio, P. U. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan Software WarpPLS*. Ponorogo: Uwais Inspirasi Indonesia.
- Gunawan, I. (2022). *Metode Penelitian Kualitatif: Teori dan Praktik*. Jakarta: Bumi Aksara.
- Harjadi, D. (2024). *Marketing (Teori dan Konsep)*. Cirebon: Arr Rad Pratama.
- Haryani, D. S. (2022). *Kualitas Pelayanan Dan Harga Terhadap Nilai Pelanggan*. Pasaman Barat: Azka Pustaka.

- Heri, J. (2023). The Effect Of Price Fairness And E- Service Quality On Loyalty With Customer Satisfaction As An Intervening (A Study On Netflix Users). *Social Science Studies*, 3(6), 485–499. <https://doi.org/10.47153/sss36.777> 2023
- Husna, A. N. (2021). *Memberdayakan Masyarakat Digital*. Magelang: Unimma Press.
- Lelasari, N., & Bernarto, I. (2023). The Impact Of Customer Satisfaction On Customer Loyalty Of BCA Mobile Banking. *Jurnal Manajemen*, 27(01), 169–190.
- Mappanyompa. (2024). *Metode Penelitian Kuantitatif (Konsep dan Aplikasi)*. Sumedang: Mega Press Nusantara.
- Marifah, D. N., Jatmiko, R. D., & Andharini, S. N. (2022). The Influence of Service Quality on Customer Satisfaction Mediated by Customer Loyalty. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(01), 12–20. <https://doi.org/10.22219/jamanika.v2i1.20696>
- Masram. (2021). *Loyalitas Pelanggan: Tinjauan Aspek Kualitas Pelayanan dan Biaya Peralihan*. Sidoarjo: Zifatama Jawa.
- Mujito. (2024). *Manajemen Pelayanan Prima*. Purwokerto: Edu Publisher.
- Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Nugraha, J. P. (2021). *Teori Perilaku Konsumen*. Pekalongan: Nasya Expanding Management.
- Nurmartiani, E. (2024). *Customer Relationship Management: Teori dan Praktik*. Serang: Literasi Insan Cita Publisher.
- Octaviani, O. C. (2021). the Effect of E-Service Quality and Perceived Price Fairness on Customer Loyalty Which Customer Satisfaction As Intervening Study on Online Shopping Site in Indonesia. *Jurnal Dinamika Manajemen Dan Bisnis*, 4(1), 143–171. <https://doi.org/10.21009/jdmb.04.1.7>
- Ontarina, N. (2022). Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Dan Loyalitas Merek Terhadap Loyalitas Pelanggan Dalam Pembelian Kartu Seluler Smartfren Di Universitas Wijaya Putra Surabaya. *Jurnal Mitra Manajemen*, 6(7), 397–407. <https://doi.org/10.52160/ejmm.v6i7.625>

- Oralio, J. S. M. (2024). Relationship of the Perceived Service Quality and Customer Satisfaction on Digital Printing Businesses. *International Journal For Multidisciplinary Research*, 6(1), 1–20. <https://doi.org/10.36948/ijfmr.2024.v06i01.10247>
- Poernomoputri, T. P. (2024). *Pengantar Bisnis: Memahami Dinamika Bisnis Dalam Era Global*. Yogyakarta: Selat Media.
- Putra, S. Y. A. (2024). Analisis Pengaruh Persepsi Kualitas Layanan, Persepsi Kewajaran Harga, Komitmen, Kepuasan Konsumen Terhadap Loyalitas Konsumen. *Jurnal Manajemen*, 13, 1–16.
- Rady, A., Abdelaziz, M., & Touni, R. (2023). The Impact of Price Fairness on the Perceived Value and Customer Satisfaction Under the Exchange Rate Change in Hotels in Egypt. *Journal of Association of Arab Universities for Tourism and Hospitality*, 25(2), 68–104. <https://doi.org/10.21608/jaauth.2024.254341.1534>
- Ramdan, A. M. (2023). *Manajemen Usaha Jasa*. Bandung: Widina Bhakti Persada.
- San, V., Kijkasiwat, P., & Abbasi, A. (2022). Understanding Service Quality and Price Fairness To Customer Loyalty in the. *International Journal of Social Science Research (IJSSR)*, 4(1), 505–518.
- Setyawan, F. E. B. (2025). *Metode Penelitian Konsep dan Analisis*. Malang: UMMPress.
- Simanihuruk, P. (2023). *Memahami Perilaku Konsumen: Strategi Pemasaran yang Efektif pada Era Digital*. Jambi: Sonpedia Publishing Indonesia.
- Soesanto. (2024). *Manajemen Pemasaran Perspektif Kepuasan dan Loyalitas Konsumen Terhadap Merek*. Ponorogo: Uwais Inspirasi Indonesia.
- Sugianto, E., & Ardhanari, M. (2021). Effect of Country Image, Price Fairness and Ethical Practice To Customer Satisfaction Through Customer Preceived Value of Tts Leci Sirup in Surabaya. *Jurnal Ilmiah Manajemen Universitas Putera Batam*, 9(2), 105–115. <https://doi.org/10.33884/jimupb.v9i2.3684>
- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1937847>
- Susanto, F. L. (2024). *Etika Bisnis: Tantangan Etika Bisnis*. Yogyakarta: KBM Indonesia.
- Swarjana, I. K. (2022). *Populasi Sampel, Teknik Sampling & Bias Dalam Penelitian*. Yogyakarta: Andi Offset.