

## DAFTAR PUSTAKA

### BUKU

- Abubakar, A. 2017. *Manajemen Pemasaran*. Bandung: ALFABETA
- Clow, K.E. and Baack, D. 2018. *Integrated Advertising, promotion, and Marketing Communications*. 18th edn. Harlow, England: Pearson.
- Creswell, J.W. 2011. *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. 4th edn. Boston: Pearson Education Limited.
- Creswell, J.W. 2014. *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. 4th edn. Thousand Oaks, CA: SAGE PUBLICATIONS.
- Ferdinand. 2006. *Metode penelitian manajemen: Pedoman penelitian untuk skripsi, tesis, dan disertasi ilmu manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair JR, J.F., Black, W, C., Babin, B, J., & Anderson, R, E. 2009. *Multivariate Data Analysis: A Global Perspective*. Pearson Education.
- Handayani, R. 2020. *Metodologi Penelitian Sosial*. Yogyakarta: Trussmedia Grafika.
- Hasan, A. 2016. *Marketing Dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS.
- Kotler, P. and Armstrong, G. 2013. *Dasar-Dasar Pemasaran Vol 1*. Jakarta: Prenhalindo.
- Kotler, P. and Keller, K.L. 2013. *Manajemen Pemasaran Vol 1*. Jakarta: Erlangga.
- Kotler, P. and Keller, K.L. 2015. *Manajemen Pemasaran Vol 2*. Jakarta: Erlangga.
- Kotler, P. and Keller, K.L. 2016. *Manajemen Pemasaran Vols 1 & 2*. 12th edn. Jakarta: PT Indeks Kelompok Gramedia.
- Lupiyoadi, R. 2013. *Manajemen Pemasaran Jasa Berbasis Kompetensi*. 3rd edn. Jakarta: Salemba Empat.
- Mowen, J.C. and Minor, M. 2013. *Perilaku konsumen Vol 1*. 5th edn. Jakarta: Erlangga.

- Noor, J. 2014. *Analisis Data Penelitian Ekonomi & Manajemen*. Jakarta: PT Gramedia Widiasarana Indonesia.
- Prasetyo, E. 2015. *Ternyata Penelitian Itu Mudah (Panduan Melaksanakan Penelitian Bidang Pendidikan)*. Lumajang: Penerbit eduNomi.
- Priansa, D.J. 2017. *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: ALFABETA.
- Tjiptono, F. 2015. *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Sugiyono. 2016. *Metode Penelitian manajemen*. Bandung: ALFABETA.
- Suliyanto. 2011. *Ekonometrika terapan: teori dan aplikasi dengan SPSS*. Yogyakarta: Andi offset.

#### **ARTIKEL ILMIAH**

- Abror, A. *et al.* (2019) 'Service quality, religiosity, customer satisfaction, customer engagement and Islamic Bank's Customer Loyalty', *Journal of Islamic Marketing*, 11(6).
- Adiwidjaja, A.J. (2017) 'Pengaruh brand image dan brand trust terhadap keputusan pembelian sepatu Converse', *AGORA*, 5(2).
- Agnesia, R. and Kamener, D. (2022) *Pengaruh Brand Experience Dan Brand Image Terhadap Brand Loyalty Dengan Brand Trust Sebagai Variabel Mediasi Pada Konsumen Smartphone Iphone Di Kota Padang*, 21(2).
- Atmaja, N.P.C.D. and Menuh, N.N. (2019) 'Peran Mediasi Brand Trust Pada Pengaruh Brand Image Terhadap Keputusan Pembelian Secara Online', *Prosiding Seminar Nasional Hasil Penelitian-Denpasar* [Preprint], (1).
- Boonlertvanich, K. (2019) 'Service quality, satisfaction, trust, and loyalty: The moderating role of main-bank and wealth status', *International Journal of Bank Marketing*, 37(1), pp. 278–302.
- Budaharini, I.A.P. *et al.* (2022) 'The Effect Of Service Quality And Customer Satisfaction On Customer Loyalty With Customer Trust As Intervening Variables In CV Power Hearing Bali', *IJSEGCE*, 5(2).

- Clifford, U. and Kim, G.-B. (2019) 'The impact of service quality, satisfaction, trust on customer loyalty for mobile operators in Nigeria', *The East Asian Journal of Business Management*, 7(2), pp. 31–41.
- Gunawan, M.M. *et al.* (2022) 'Trust in corporate image and its impact on customers' loyalty', *Kontigensi : Jurnal Ilmiah Manajemen*, 10(2), pp. 217–221.
- H, M.E. (2016) 'Pengaruh Kualitas Pelayanan Terhadap Kepuasan, Kepercayaan Dan Loyalitas (Survei pada Pelanggan yang Menginap di Jambuluwuk Batu Resort Kota Batu)', *Jurnal Administrasi Bisnis (JAB)*, 15(2).
- JRSitinjak, T. *et al.* (2022) 'The influence of service quality on customer loyalty mediated by Brand Trust', *International Journal of Social Science*, 2(3), pp. 1731–1744.
- Lestari, R. and Meidina, S.F. (2022) 'Pengaruh Kualitas Produk, Kualitas Layanan, Dan Persepsi Harga Terhadap Kepuasan Pelanggan Melalui Brand Trust Minuman KOI The Cabang Mall Plaza Indonesia', *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(3).
- Liu, H. *et al.* (2018) 'The effect of satisfaction on loyalty in consumption and service industry based on meta-analysis and it's algorithm', *Wireless Personal Communications*, 103(1), pp. 963–982.
- Mai, D.S. and Cuong, D.T. (2021) 'Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty.', *Journal of Asian Finance, Economics and Business*, 8(3).
- Muttaqien, Z. (2017) 'Pengaruh Service Quality Terhadap Brand Loyalty Melalui Mediasi brand satisfaction Dan Brand Trust', *Jurnal Bisnis dan Manajemen*, 4(1).
- Nurhadi, N. and Azis, A. (2018) 'Pengaruh Kualitas Pelayanan Terhadap Kepercayaan Dan Kesetiaan konsumen', *Jurnal Economia*, 14(1).
- Nurfadila, N., Sutomo, M. and Asriadi, A. (2015) 'Pengaruh citra merek Dan Kepercayaan Merek Terhadap Kepuasan pelanggan Serta Dampaknya Terhadap loyalitas merek Sepeda motor merek Honda', *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 1(3), pp. 319–332
- Rizan, M., Saidani, B. and Sari, Y. (2012) 'Pengaruh brand image dan brand trust terhadap brand loyalty teh botol Sosro', *Jurnal riset manajemen sains Indonesia*, 3(1).
- Shankar, A. and Jebarajakirthy, C. (2018) 'The influence of E-banking service quality on customer loyalty', *International Journal of Bank Marketing*, 37(5).

- Wilson, N. (2020) 'The effect of Brand Image, website quality, and trust towards customer loyalty in the Indonesian consumer-to-consumer (C2C) e-commerce business', *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174.
- Yunaz, H., Suryasaputra, R. and Mulyati, M. (2022) 'Influence of Customer Relation Management, Service Quality on Customer Trust', *Journal of Business and Social Review in Emerging Economies*, 8(3).
- Purwanto, E. and Hapsari, F.R. (2021) 'The effect of product quality on customer loyalty with Customer Trust and customer satisfaction as intervening variables in using consumer credit at Bank BJB - Surabaya Branch Office', *Nusantara Science and Technology Proceedings* [Preprint].
- Rodriques, Y. and Rahanatha, G.B. (2018) 'Peran Brand Trust Memediasi Hubungan brand image Dengan brand loyalty (Studi Pada konsumen iphone di kota denpasar)', *E-Jurnal Manajemen Universitas Udayana*, 7(3), p. 1310.

## **WEBSITE**

- Devita, D. 2019. *Iprice Insights*. (online), (<https://iprice.co.id/insights/id/digital-economy/aplikasi-e-wallet-indonesia-2019/>) diakses tanggal 20 Oktober 2022
- Kemp, S. 2021. (online), (<https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/>) diakses tanggal 20 Oktober 2022
- Mahadi. 2021. (online), (<https://www.linkaja.id/tentang>) diakses tanggal 20 Oktober 2022
- Pramudita, B .A 2021. (online), (<https://wartaekonomi.co.id/read317550/penggunaan-dompet-digital-meningkat-shopeepay-salip-gopay-dan-ovo-cs>) diakses tanggal 20 Oktober 2022