

DAFTAR PUSTAKA

Jurnal:

- Albérico, R., & Joaquim A, C. (2023). Relationship Marketing and Customer Retention - A Systematic Literature Review. *Studies in Business and Economics*, 18(3), 44–66. <https://doi.org/10.2478/sbe-2023-0044>
- Aulia, A. M. (2022). Mobile Service Quality in Assessing User Satisfaction of the BRImo Application. *Public Policy and Management Inquiry*, 24–35. <https://jos.unsoed.ac.id/index.php/ppmi/article/view/14483%0Ahttps://jos.unsoed.ac.id/index.php/ppmi/article/download/14483/6867>
- Bilro, R. G., Loureiro, S. M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. *Journal of Hospitality Marketing and Management*, 28(2), 147–171. <https://doi.org/10.1080/19368623.2018.1506375>
- Chowdhury, F., & Swaminathan, S. (2023). The Nexus Among Mobile-App Quality (M-app-QUAL), Brand Relationship, Brand Advocacy, and Brand Equity in the Retail Industry. *Services Marketing Quarterly*, 44(4), 277–308. <https://doi.org/10.1080/15332969.2023.2252661>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2020). Brand negativity: a relational perspective on anti-brand community participation. *European Journal of Marketing*, 54(7), 1761–1785. <https://doi.org/10.1108/EJM-06-2018-0423>
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). Buku Metode Penelitian Kualitatif. In A. Husnu Abadi, A.Md. (Ed.), *CV. Pustaka Ilmu Group* (Vol. 5, Number 1). CV. Pustaka Ilmu Group Yogyakarta. https://www.researchgate.net/publication/340021548_Buku_Metode_Penelitian_Kualitatif_Kuantitatif
- Hariro, M., Edy, L., & Mulyono, H. (2022). *Pengaruh Relationship Marketing Pada Loyalitas Pelanggan Yang Dimediasi Oleh Kepuasan Pelanggan Pasca Covid 19*. 5(2), 84–96.
- Hollebeek, L. D., K, S. R., & Chen, T. (2019). S-D logic – informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science* 47, (2011), 1–47. <https://doi.org/10.1007/s11747-016-0494-5>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>

- Hutasoit, M. Y., & Rosmita, R. (2023). Pengaruh Relationship Marketing Terhadap Kepuasan Pelanggan Pengguna Jasa Pengiriman Barang Pada CV Cipta Karya Sarana. *SYNERGY: Jurnal Bisnis Dan Manajemen*, 3(2), 45–51. <https://doi.org/10.52364/synergy.v3i2.34>
- Karjaluoto, H., Glavee-Geo, R., Ramdhony, D., Shaikh, A. A., & Hurpaul, A. (2020). Consumption values and mobile banking services: Understanding the urban-rural dichotomy in a developing economy. *International Journal of Bank Marketing*.
- McLean, G., Osei-Frimpong, K., Al-Nabhani, K., & Marriott, H. (2020). Examining consumer attitudes towards retailers' m-commerce mobile applications – An initial adoption vs. continuous use perspective. *Journal of Business Research*, 106, 139–157. <https://doi.org/10.1016/j.jbusres.2019.08.032>
- Moliner-Tena, M. A., Monferrer-Tirado, D., & Estrada-Guillén, M. (2019). Customer engagement, non-transactional behaviors and experience in services: A study in the bank sector. *International Journal of Bank Marketing*, 37(3), 730–754. <https://doi.org/10.1108/IJBM-04-2018-0107>
- Ndhlovu, T., & Maree, T. (2022). Consumer brand engagement: Refined measurement scales for product and service contexts. *Journal of Business Research*, 146, 228–240. <https://doi.org/10.1016/J.JBUSRES.2022.03.064>
- Rather, R. A. (2019). Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration. *Journal of Global Marketing*, 32(2), 116–135. <https://doi.org/10.1080/08911762.2018.1454995>
- Rather, R. A., & Hollebeek, L. D. (2021). Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. *Journal of Retailing and Consumer Services*, 60, 102453. <https://doi.org/10.1016/J.JRETCONSER.2021.102453>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564. <https://doi.org/10.1177/0047287521997572>
- Rather, R. A., Hollebeek, L. D., Vo-Thanh, T., Ramkissoon, H., Leppiman, A., & Smith, D. (2022). Shaping customer brand loyalty during the pandemic: The role of brand credibility, value congruence, experience, identification, and engagement. *Journal of Consumer Behaviour*, 21(5), 1175–1189. <https://doi.org/10.1002/CB.2070>;PAGEGROUP:STRING:PUBLICATION
- Shimul, A. S., Faroque, A. R., & Quader, E. (2025). Brand advocacy: a scoping review and future research agenda. *Journal of Product and Brand Management*, 1(March), 16–32. <https://doi.org/10.1108/JPBM-10-2024-5537>

Skripsi:

- Nisa, S. K. (2026). Pengaruh Digital Trust Dan Perceived Data Security Terhadap Brand Advocacy Dengan Customer Engagement Sebagai Variabel Intervening Pada Pengguna Byond By Bsi Di Purwokerto. Universitas Islam Negeri (Uin).
- Wati, D. A. (2021). *Pengaruh Customer Engagement dan E-Service Quality Terhadap Loyalitas Nasabah Bank Muamalat Indonesia*. Universitas Muhammadiyah Prof. Hamka Jakarta.

Buku:

- Arikunto, S. (2021). *Dasar-dasar Evaluasi Pendidikan (Edisi 3)* (3rd ed.). Bumi Aksara.
- Dr.Sudaryono. (2024). *Manajemen Pemasaran, Teori Dan Implementasi*. Andi.
- Hasibuan, M. S. P. (2019). *Manajemen: Dasar,Pengertian,Dan Masalah*. Bumi Aksara,. <https://pustaka.lan.go.id/opac/detail/1546>
- Iba, Z. (2024). *Statistik Deskriptif & Inferensial, Statistik Parametrik & Non-Parametrik* (M. Pradana, A. A. Hayuwaskita, & H. Sukma, Eds.). Eureka Media Aksara. https://www.researchgate.net/publication/382052378_Statistik_Deskriptif_Inferensial_Statistik_Parametrik_Non-Parametrik
- Kasmir. (2019). *Pemasaran Bank* (Suwito, Ed.). KENCANA. <https://books.google.co.id/books?id=l9jMDwAAQBAJ&lpg=PR1&ots=mCu-4U10bZ&dq=tujuan pemasaran bank kasmir&lr&hl=id&pg=PP1#v=onepage&q=tujuan pemasaran bank kasmir&f=false>
- Kotler, Philip, Hermawan Kartajaya, I. S. (2019). *MARKETING 4.0 Moving from Traditional to Digital* (1st ed.). John Wiley & Sons, Inc.
- Kotler, P., & Armstrong, G. (2023). *Principles of marketing* (19th ed.). Pearson. https://books.google.com/books/about/Principles_of_Marketing_Global_Edition.html?id=bn2EAAAQBAJ
- Putri, A. E. (2019). *Evaluasi Program Bimbingan Dan Konseling : Sebuah Studi Pustaka*. 4(September), 39–42.
- Slamet, R., & Andi, P. R. (2022). *Penelitian Kesehatan & Sains* (A. H. Zein, A. D. Nabila, & M. Muariffah, Eds.). Deepublish. http://books.google.co.id/books/about/Metode_Riset_Penelitian_Kesehatan_Sains.html?id=kC9OEQAAQBAJ&redir_esc=y
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R & Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Bandung:Alfabeta. In *Bandung:Alfabeta*.

Sumber Lain:

- Bank Rakyat Indonesia. (2023). *BRImo - Aplikasi Mobile Banking BRI - Bank BRI | Melayani Dengan Setulus Hati*. <https://bri.co.id/brimo>
- Bank Rakyat Indonesia. (2024). *Sustainable Transformation To be Stronger And Greater BRI*. 1–40.
- Janse, B. (2024, October 20). *Penjelasan Teori Pertukaran Sosial (SET) - Toolshero*. https://www-toolshero-com.translate.goog/sociology/social-exchange-theory/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sge
- Otoritas Jasa Keuangan. (2021). Cetak Biru Transformasi Digital Perbankan (Long Version). In *Otoritas Jasa Keuangan (OJK)*. [https://ojk.go.id/id/Publikasi/Roadmap-dan-Pedoman/Perbankan/Documents/Cetak Biru Transformasi Digital Perbankan \(Long Version\).pdf](https://ojk.go.id/id/Publikasi/Roadmap-dan-Pedoman/Perbankan/Documents/Cetak-Biru-Transformasi-Digital-Perbankan-Long-Version).pdf)
- Halodoc. (2026). *Perbedaan Gender dan Jenis Kelamin: Kupas Tuntas!* Halodoc.Com. <https://www.halodoc.com/artikel/perbedaan-gender-dan-jenis-kelamin-kupas-tuntas>
- Swasty, R. (2025). *Mengenal Apa Itu Generasi Baby Boomers, Milenial, X,Y, Z, dan Alpha*. <https://www.medcom.id/pendidikan/news-pendidikan/yNLBajlk-mengenal-apa-itu-generasi-baby-boomers-milenial-x-y-z-dan-alpha>