

DAFTAR PUSTAKA

- Akbar, M. M., & Parvez, N. (2009). Impact of service quality, trust, and customer satisfaction on customers loyalty. *ABAC journal*, 29(1).
- Andaleeb, S.S dan Conway C (2006), Customer Satisfaction in The Restaurant Industry: An Examination of The Transaction-Specific Model The Journal of Service Marketing, Vol. 2, No. 1, pp. 3-11.
- Bitner, M. J. dan Zeithaml, V. A., 2003, Service Marketing (3rd ed.), Tata McGraw Hill, New Delhi.
- Cross, M. (2013). *Social media security: Leveraging social networking while mitigating risk*. Newnes.
- Danang, S. (2012). Manajemen Sumber Daya Manusia. *Jakarta: PT Buku Seru*.
- Elvandari, S. D. (2011). Penerimaan Sistem Online Berdasarkan Unifield Theory of Acceptance and Usage of Technology. *Jurnal Integra*, 1(1), 72-91.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360.
- Ghozali, I. 2011. Aplikasi Analisis Multivariate Dengan Program SPSS IBM SPSS 1. Semarang : BP Universitas Diponegoro.
- Griffin, J., & Herres, R. T. (2002). *Customer loyalty: How to earn it, how to keep it* (p. 18). San Francisco, CA: Jossey-Bass.
- Han, X., Kwortnik Jr, R. J., & Wang, C. (2008). Service loyalty: An integrative model and examination across service contexts. *Journal of Service Research*, 11(1), 22-42.
- Hanaysha, J. R. (2017). Impact of social media marketing, price promotion, and corporate social responsibility on customer satisfaction. *Jindal Journal of Business Research*, 6(2), 132-145.
- Ismail, M. (2014). Strategi Pemasaran Untuk Membangun Citra dan Loyalitas Merek, cetakan pertama, penerbit.
- Julian, L. (2012). Using social media to increase consumer loyalty to a brand.
- Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty. *Centria University of Applied Sciences, Business Management*.

- Khan, A., & Khan, R. (2012). Embracing new media in Fiji: the way forward for social network marketing and communication strategies. *Strategic Direction*, 28(4), 3-5.
- Khoironi, T. A., Syah, H., & Dongoran, P. (2018). Product Quality, Brand Image and Pricing to Improve Satisfaction Impact on Customer Loyalty. *International Review of Management and Marketing*, 8(3), 51.
- Kotler, P. & Keller, K.L. (2012), *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing management 13*. New Jersey: Person Prentice Hall.
- Kotler, P., & Pemasaran, M. (2002). Edisi Milenium. *Manajemen Pemasaran*.
- Ler, S. W. (2014). *The attitudes of consumers towards viral marketing in Malaysia* (Doctoral dissertation, UTAR).
- Nanji, A. (2017). The most popular social networks with millennials, Gen X, and baby boomers.
- Pramana, P., & Hamonangan, S. (2010). Analisis Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan, Dan Lokasi Terhadap Loyalitas Pelanggan, Semarang.
- Sashi, C. M. (2012). Customer engagement, buyer- seller relationships, and social media. *Management decision.*, Vol. 50 Iss: 2, pp253-272
- Siagian, H., & Cahyono, E. (2014). Analisis website quality, trust dan loyalty pelanggan online shop. *Jurnal Manajemen Pemasaran*, 8(2), 55-61.
- Sinaga, Partua Pramana Hamonangan. 2010. Analisis Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan, Dan Lokasi Terhadap Loyalitas Pelanggan (Studi Kasus Pada Warnet Chamber Semarang), Semarang : Manajemen UNDIP.
- Sugiyono, D. Prof., 2011, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Kuantitatif, Kualitatif dan R&D*. Penerbit: AlfaBeta.
- Sugiyono, P. (2015). *Metode penelitian kombinasi (mixed methods)*. Bandung: Alfabeta.

- Suhartanto, D. (2014). Metode riset pemasaran. *Bandung: Alfabeta*.
- Tjiptono, F., & Chandra, G. (2011). *Service, Quality & Satisfaction Edisi 3*. Yogyakarta: Andi, 1.
- Tjiptono, F., & Pemasaran, M. (2002). Yogyakarta: Penerbit Andi. *Strategi Pemasaran Checked*, 4(05), 2018.
- Tse dan Wilton, 1998, Kepuasan Pelanggan, jilid kedua, edisi pertama, Klaten, PT. Indeks Kelompok Gramedia.
- Van de Scheur, L. (2017). Customer satisfaction, trust and its influence on co-production and customer loyalty.
- Weinberg, T. (2009). The new community rules: Marketing on the social web.
- Widiyanto. (2013). pengaruh kualitas pelayanan kepercayaan dan kepuasan terhadap loyalitas pelanggan (studi pada swalayan Luwes Purwodadi). jurnal manajemen dan bisnis, Vol 2 No. 3.
- Wirtz, J., Chew, P., & Lovelock, C. (2013). *Services Marketing*.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.
- Zeithaml, V. A., Parasuraman, A., Berry, L. L., & Berry, L. L. (1990). *Delivering quality service: Balancing customer perceptions and expectations*. Simon and Schuster.