DAFTAR PUSTAKA

Al-Rousan, Ramzi, M., Mohamed, B., 2010. Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan. *Int. J. Hum. Soc. Sci*. 886–892.

Amryyanti, R., Sukaatmadja, I.P.G., 2012. Pengaruh Kualitas Layanan, Produk, dan Kewajaran Harga terhadap Kepuasan dan Loyalitas Pelanggan pada LnC Skin Care Singaraja. *E-J. Ekon. Dan Bisnis Univ. Udayana* 2. 22-29.

Ardiansyah, A., 2014. Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Loyalitas Pelanggan Air Minum Isi Ulang "Biru." *J. Pendidik. Tata Niaga JPTN* 2, 1–7.

Basir, M., Modding, B., Kamase, J., Hasan, S., 2015. Effect of Service Quality, Orientation Services and Pricing on Loyalty and Customer Satisfaction in Marine Transportation Services. *Int. J. Humanit. Soc. Sci. Invent*. 4, 01–06.

Chang, N.-J., Fong, C.-M., 2010. Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *Afr. J. Bus. Manag*. 4, 2836–2844.

Dimyati, M., Subagio, N.A., 2016. Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java. *Mediterr. J. Soc. Sci*. 7, 74.

Edelweis, E., 2014. *Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Desain Produk, Harga, dan Kepercayaan Terhadap Loyalitas Pelanggan Indosat IM3 di Kota Makassar*. Universitas Negeri Makassar. 1–14.

Ehsani, Z., Ehsani, M.H., 2014. Effect of quality and price on customer satisfaction and commitment in Iran auto industry. *Int. J. Serv. Sci. Manag. Eng*. 1 (5), 52–56.

Hafeez, S., Muhammad, B., 2012. The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan. *Int. J. Bus. Soc. Sci*. 3, 200–209.

Iqbal, H., 2010. Impact of Service Quality on Customers Satisfaction: Empirical evidence from telecom sector of Pakistan. *Interdiscip.J. Contemp. Res. Bus*. 1, 98–113.

Ivanauskiene, N., Volungėnaitė, J., 2014. Relations between Service Quality and Customer Loyalty: An Empirical Investigation of Retail Chain Stores in Emerging Markets. *Am. Int. J. Soc. Sci*. 3 (2), 113–120.

Jahanshahi, A.A., Gashti, M.A.H., Mirdamadi, S.A., Nawaser, K., Khaksar, S.M.S., 2011. Study of the effects of customer service and product quality on customer satisfaction and loyalty. *Int. J. Humanit. Soc. Sci*. 1, 253–260.

Jakpar, S., Na, A.G.S., Johari, A., Myint, K.T., 2012. Examining the Product Quality Attributes That Influences Customer Satisfaction Most When the Price Was Discounted: A Case Study in Kuching Sarawak. *Int. J. Bus. Soc. Sci*. 3, 221–236.

Kadir, H.A., Rahmani, N., Masinaei, R., 2011. Impacts of service quality on customer satisfaction: Study of Online banking and ATM services in Malaysia. *Int. J. Trade Econ. Finance*. 2, 1–9.

Kassim, A.W.M., Igau, O.A., Harun, A., Tahajuddin, S., 2014. Mediating Effect of CustomerSatisfaction on Perceived Product Quality, Perceived Value, and Their Relation to Brand Loyalty. *Int. J. Res. Manag. Bus. Stud*. 1, 13–18.

Kheng, L.L., Mahamad, O., Ramayah, T., Mosahab, R., 2010. The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. *Can. Cent. Sci. Educ*. 2 (2), 57–66.

Martinez, P., Bosque, I.R. del, 2013. CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *Int. J. Hosp. Manag.* 35, 89–99.

Mosahab, R., Mahamad, O., Ramayah, T., 2010. Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. *Int. Bus. Res*. 3, 72–80.

Ndikubwimana, P., Berndt, A., 2016. Service Quality and Customer Satisfaction among Bank Clients in Rwanda. Br. *J. Econ. Manag. Trade*. 13 (4), 1–11.

Nurhayati, R., 2011. Pengaruh Kualitas Produk dan Harga terhadap Loyalitas Pelanggan.*Skripsi*. Pembangunan Nasional Veteran Yogyakarta.

Odunlami, I.B., Matthew, A.O., 2015. Impact of Customer Satisfaction on Customer Loyalty: A Case Study of a Reputable Bank in Oyo, Oyo State, Nigeria. *Int. J. Manag. Stud. Res. IJMSR*. 3, 59–69.

Ojo, O., 2010. The Relationship Between Service Quality and Customer Satisfaction in the Telecommunication Industry: Evidence From Nigeria. *BRAND Broad Res. Account. Negot. Distrib*. 1, 88–100.

Omar, N.A., Wel, C.A.C., Aziz, N.A., Alam, S.S., 2013. Investigating the structural relationship between loyalty programme service quality, satisfaction and loyalty for retail loyalty programmes: evidence from Malaysia. *Meas. Bus. Excell*. 17, 33–50.

Osman, Z., Sentosa, I., 2014. Influence of Customer Satisfaction on Service Quality and Customer Loyalty Relationship in Malaysian Commercial Banking Industry. *Int. J. Econ. Finance Manag*. 3 (2).

Pratama, B.A.P., 2015. Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan di Cafe Harmony Warujayeng. *Skripsi*. Universitas Nusantara PGRI Kediri. 1–10.

Prinoya, R.W., Idris, 2015. Pengaruh Kualitas Produk, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Paparabun Perfume.*Jurnal Riset Manajemen Bisnis dan Publik*. 1-13.

Rahman, M.K., Jalil, M.A., 2014. Exploring Factors Influencing Customer Loyalty: An Empirical Study on Malaysian Hypermarkets Perspective. *Br. J. Appl. Sci. Technol*. 4, 1772–1790.

Rashid, A.A., Rahmati, M.H., Jandaghi, G., 2016. The mediating role of customer satisfaction and Customer-Company identification in the relationship between corporate social responsibility and customer loyalty (Case study: customer's pasargad Bank). *World Sci. News*. 50, 117–130.

Saili, T., Mingli, Z., Zhichao, C., 2012. The effects of loyalty programs on customer loyalty: The mediating role of customer value and the moderating role of relationship benefits. *Afr. J. Bus. Manag*. 6, 4295–4309.

Saravanakumar, G., 2014. Effect of service quality on customer loyalty: Empirical devidence from co-operative bank. *Int. J. Bus. Adm. Res. Rev*. 2, 87–94.

Shartykarini, S., Firdaus, M.R., Rusniati, 2016. Pengaruh Harga, Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan (Studi Pengunjung Cafe di Banjarbaru). *J. Wawasan Manaj*. 4, 39–52.

Suharto, D., 2014. The Effect Of Service Quality and Customer Value On Customers Loyalty (Study at User Of PT. Pos Indonesia Malang). *Interdiscip. J. Contemp. Res. Bus*. 6(5), 181–202.

Sulistiyo, R., 2015. Pengaruh Kualitas Pelayanan dan Persepsi Harga terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Mediasi.*Skripsi*. Universitas Negeri Yogyakarta.

Sutanto, J.E., Hongdiyanto, C., Minantyo, H., 2014. The Influence Service Quality Product Quality To Customer Satisfaction (A Case Study At Modern Riteil In East Java). *First Int. Conf. Entrep*. 89–100.

Sutrisni, 2010. Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Desain Produk, Harga dan Kepercayaan terhadap Loyalitas Pelanggan Indosat IM3 pada mahasiswa Fakultas Ekonomi Universitas Diponegoro Semarang. *Skripsi*. Universitas Diponegoro.

Suwarni, Mayasari, S.D., 2011. Pengaruh Kualitas Produk dan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Konsumen. *J. Ekon. Bisnis*. 1, 76–84.

Tweneboah-Koduah, E., Farley, A.Y.D., 2015. Relationship between Customer Satisfaction and Customer Loyalty in the Retail Banking Sector of Ghana. *Int. J. Bus. Manag*. 11, 249.

Wardhani, N.I.K., 2012. Analisis Kualitas Produk dan Harga dalam Meningkatkan Loyalitas melalui Kepuasan Pelanggan pada Minuman Sari Buah Frutang. *J. Neo-Bis* 6, 64–75.

Yoo, M., Bai, B., 2013. Customer loyalty marketing research: A comparative approach between hospitality and business journals. *Int. J. Hosp. Manag*. 33, 166–177.