

## DAFTAR PUSTAKA

- Andreassen TW, Lindestad B. (1998), "Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise. *International Journal of Service Industri Management*, Vol. 9, No. 1, pp. 7–23.
- Bloemer, J., Ruyter, K.D. and Peeters, P. (1998). Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality and Satisfaction. *International Journal of Bank Marketing*, Vol. 16, No. 7, pp. 276-286.
- Baloglu, S., Brinberg, D. (1997), "Affective Images of Tourism Destinations. *Journal of Travel Research*, Vol.35, No. 4, pp. 11–15.
- Berne, C (1997). Modelizacion de la Poscompra: Satisfaccion y Lealtad. In J. M. Mugica Grijalva & S. Ruiz de Maya (Eds), *El Comportamiento del Consumidor*, Cap. 5, Ariel Economia, Barcelona, 163-180.
- Cheng, T.C.E., Lai, L.C.F., Yeung, A.C.L., 2008. The Driving Forces of Customer Loyalty: A Study of Internet Service Providers in Hong Kong. *International Journal of E-Business Research*, Vol. 4, No. 4, pp. 26-42.
- Djarwanto Ps dan Pangestu Subagyo. 2005. *Statistik Induktif*. Yogyakarta: BPFE
- Ghozali, Imam. 2011. Aplikasi Analisis Multivariate dengan Program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro.
- \_\_\_\_\_. 2012. Aplikasi Analisis Multivariate dengan Program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, Damodar N. 2007. *Dasar-Dasar Ekonometrika*. Jakarta: Erlangga.
- Guo, X., Duff, A. and Hair, M. (2008). Service Quality Measurement in The Chinese Corporate Banking Market. *International Journal of Bank Marketing*, Vol. 26, No. 5, pp. 306-327.
- Halim, P., Swasto, B., Hamid, D., Firdaus, R.M. (2014). The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province) *European Journal of Business and Management*, Vol. 6, No. 29, pp. 2222-2839.

- Herizon, dan Wenny Maylina. 2003. Faktor-Faktor yang Mempengaruhi Kesetiaan terhadap Merek pada Konsumen Pasta Gigi Pepsodent di Surabaya. *Jurnal Ventura*, Vol.6 No.1, pp. 98-115.
- Hughes, K. (1991). Tourist Satisfaction: A Guided Cultural Tour in North Queensland. *Journal of Australian Psychologist*, Vol. 26, No. 3, pp. 166-171.
- Ishaq, I. M. (2012). Perceived Value, Service Quality, Corporate Image and Customer Loyalty: Empirical Assessment from Pakistan. *Serbian Journal of Management*, Vol. 7, No. 1, pp. 25-36.
- Johnson, M. D, Herrmann, A. & Huber, F. (2006). The evolution of loyalty intentions. *Journal of Marketing*, Vol. 70, No. 2, pp. 122 – 132.
- Kim, H. and Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, Vol. 30, No. 1, pp 216-237.
- Kotler Philip. (2002). Manajemen Pemasaran. Edisi Millenium. Jakarta: PT. Prenhallindo
- Leninkumar Vithya. (2016), “The Effect of Service Quality on Customer Loyalty” *European Journal of Business and Management*, Vol. 8, No. 3.
- Lupiyoadi, R. dan R. B. Ikhsan. 2015. *Praktikum Metode Riset Bisnis*. Jakarta: Salemba Empat.
- Nguyen, N., & LeBlanc, G. 2001. “Corporate Image and Corporate Reputation in Customers Retention Decisions in Services”. *Journal of Retailing and Consumer Services*, Vol. 8, No. 4, pp. 227-236.
- Parasuraman, A., Zeithaml, V. and Berry, L.L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, Vol. 49, Autumn, pp. 41-50.
- Parasuraman, A., Berry, L. L., and Zeithaml, V. A. (1988). Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, Vol. 64, No. 1, pp. 12.
- Seyed, R. S. J., Amir K., and Mehrdad, E. (2008). Customer loyalty in the sport services industry: the role of service quality, customer satisfaction, commitment and trust. *International Journal of Human Sciencies*. Vol. 5, No. 2, pp 1303-5134.

- Sonmez, S. F. and Graefe, A. R. (1998), Determining Future Travel Behavior from Past Travel Experience and Perceptions of Risk and Safety *Journal of Travel Research*, Vol. 37, No. 2, pp 171-177.
- Sugiyono. 2010. *Metode Penelitian Kuantitatif Kualitatif dan R&D 2010<sup>th</sup> ed.*, Bandung: Alfabeta
- Suhartanto, D. 2014. *Metode Riset Pemasaran*. Bandung: Alfabeta
- Vivek, S. D., Beatty, S. E. & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, Vol. 20, No. 2, pp. 127 - 145.
- Wulf, Kristof De, Gaby Oldekerken Schroder dan Dawn Lacobucci 2001. “*Invesment in Customer Relationship : A Cross-Country and Cross-Industry Exploration*,” *Journal of Marketing*. Vol.65, Oktober, hal 33-35.
- Zhang Hongmei, Fu Xiaoxiao, Cai A Liping, dan Lu Lin. (2014), “Destination Image and Tourist Loyalty: A Mete-Analysis” *Journal of Tourism Management*, Vol. 40, pp. 213-223.