

DAFTAR PUSTAKA

- Abdirad, M., & Krishnan, K. (2021). *Examining the impact of E-Supply Chain on Service Quality and Customer Satisfaction: A Case Study.* <https://doi.org/10.20944/preprints202009.0181.v2>
- Alfian, N., & Nilowardono, S. (2019). The Influence of Social Media Marketing Instagram, Word of Mouth and Brand Awareness of Purchase Decisions on Arthenis Tour and Travel. *International Journal of Entrepreneurship and Business Development*, 2.
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. <https://doi.org/10.22161/ijebm.5.3.2>
- Anabila, P., Ameyibor, L. E. K., Allan, M. M., & Alomenu, C. (2022). Service Quality and Customer Loyalty in Ghana's Hotel Industry: The Mediation Effects of Satisfaction and Delight. *Journal of Quality Assurance in Hospitality and Tourism*, 23(3), 748–770. <https://doi.org/10.1080/1528008X.2021.1913691>
- Anwar, A., & Jalees, T. (2020a). Brand Orientation and WOM: Mediating Roles of Brand Love. *Journal of Management Sciences*, 7(1), 14–30. <https://doi.org/10.20547/jms.2014.2007102>
- Anwar, A., & Jalees, T. (2020b). Brand Orientation and WOM: Mediating Roles of Brand Love. *Journal of Management Sciences*, 7(1), 14–30. <https://doi.org/10.20547/jms.2014.2007102>
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2). <https://doi.org/10.1177/2158244019846212>
- Azizan, N. S., & Yusri, M. M. (2019). The Influence Of Customer Satisfaction, Brand Trust, And Brand Image Towards Customer Loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93–108. <https://doi.org/10.35631/ijemp.270010>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. In *Journal of the Academy of Marketing*

- Science* (Vol. 48, Issue 3, pp. 422–448). Springer.
<https://doi.org/10.1007/s11747-019-00706-1>
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2).
<https://doi.org/10.3390/joitmc7020116>
- Bungatang, B., & Reynel, R. (2021). The Effect of Service Quality Elements on Customer Satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 107–118. <https://doi.org/10.52970/grmapb.v1i2.102>
- Chen, Z., & Yuan, M. (2020). Psychology of word of mouth marketing. In *Current Opinion in Psychology* (Vol. 31, pp. 7–10). Elsevier B.V.
<https://doi.org/10.1016/j.copsyc.2019.06.026>
- Desmaryani, S., Kusrini, N., Lestari, W., Septiyarini, D., Harkeni, A., Burhansyah, R., Kilmanun, J. C., Dewi, D. O., Syafutra, M. R., David, J., Darmawan, & An-Driany, E. (2022). The role of digital leadership, system of information, and service quality on e-learning satisfaction. *International Journal of Data and Network Science*, 6(4), 1215–1222.
<https://doi.org/10.5267/j.ijdns.2022.6.012>
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The Mediating Role of Customer Trust on the Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107.
<https://doi.org/10.24252/minds.v8i1.20594>
- Gultom, D. K., Ginting, P., & Sembiring, B. K. (2014). Pengaruh Bauran Pemasaran Jasa Dan Kualitas Pelayanan Terhadap Kepuasan Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Sumatera Utara. In *Jurnal Manajemen & Bisnis* (Vol. 14, Issue 01).
- Heryanto, H., Hidayati, T., & Wahyuni, S. (2021). Pengaruh Experiential Marketing dan Kualitas Pelayanan terhadap Kepuasan Konsumen dan Word of Mouth. *Syntax Literate; Jurnal Ilmiah Indonesia*, 6(1), 227.
<https://doi.org/10.36418/syntax-literate.v6i1.2277>
- Indriana, A., Sholahuddin, M., & Kuswati, R. (2022). *Journal of Business and Management Studies The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products*. <https://doi.org/10.32996/jbms>
- Jasin, M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *Journal Of Information Systems And Management*, 01(04). <https://jisma.org>

- Jonathan, N., Wicaksono, S., & Sutanto, J. E. (2022). The Impact Of Product Variation, Product Quality, And Service Quality On Purchase Decision Of Ko-Kopian Products. *Business and Accounting Research (IJEBAR) Peer Reviewed-InternationalJournal*, 6.
- <https://blorakab.bps.go.id/indicator/52/103/2/laju-pertumbuhan-pdrb-menurut-lapangan->
- Kavitha, H., & Gopinath, R. (2020). Article ID: IJM_11_11_288 Cite this Article: H. Kavitha and R. Gopinath, Effect of Service Quality on Satisfaction and Word-of-Mouth: Small Scale Industries and their Commercial Banks in Tamil Nadu. *International Journal of Management (IJM)*, 11(11), 3034–3043. <https://doi.org/10.34218/IJM.11.11.2020.288>
- Kerdpitak, C. (2022). The effects of innovative management, digital marketing, service quality and supply chain management on performance in cultural tourism business. *Uncertain Supply Chain Management*, 10(3), 771–778. <https://doi.org/10.5267/j.uscm.2022.4.005>
- Kotler, P., & Keller, K. L. (2012). Marketing Management. In *Ebook of Marketing Management 13th edition* (Vol. 1). Pearson Education, Inc.
- Kumar, P., Mokha, A. K., & Pattnaik, S. C. (2022). Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry. *Benchmarking*, 29(2), 551–572. <https://doi.org/10.1108/BIJ-10-2020-0528>
- Li, F., Lu, H., Hou, M., Cui, K., & Darbandi, M. (2021). Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality. *TechnologyinSociety*, 64. <https://doi.org/10.1016/j.techsoc.2020.101487>
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Intention To Buy. *Jurnal Manajemen Indonesia*, 19(2), 107. <Https://Doi.Org/10.25124/Jmi.V19i2.2234>
- Mbete, G. S., & Tanamal, R. (2020). Effect Of Easiness, Service Quality, Price, Trust Of Quality Of Information, And Brand Image Of Consumer Purchase Decision On Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <Https://Doi.Org/10.32493/Informatika.V5i2.4946>
- Nathalia, A., & Satya Indriyanti, I. (2022). *Pengaruh Social Media Marketing Melalui Brand Awareness Dan E-Wom Terhadap Repurchase Intention Pada Konsumen Kosmetik Halal Sariayu Di Dki Jakarta*. 2(2), 221–236. <Http://Jurnaltsm.Id/Index.Php/Ejmtsm>
- Pramaswari, F., Nasution, A. P., & Nasution, S. L. (2021). The Effect of Branding Quality and Service Quality on Customer Satisfaction through Financial Technology (FinTech) at PT. WOM Finance Branch Rantauprapat. *Budapest*

- International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(2), 2995–3004. <https://doi.org/10.33258/birci.v4i2.2012>
- Qu, Y. (2020). *Research on Word-of-Mouth Marketing Strategy of Internet Firm*.
- Rahmawati, A., Padmantyo, S., Setyawan, A. A., Yani, J. A., Pos, T., & Sukoharjo, P. K. (2022). *Pengaruh Kualitas Pelayanan Digital, Kepercayaan Pada Produk Terhadap Kepuasan Pelanggan Produk Skincare Lokal*.
- Riyadi, S., & Nurmahdi, A. (2022). The Effect of Destination Image, Electronic Word of Mouth and Service Quality on Visiting Decisions and Their Impact on Revisit Interest. *Journal Research of Social, Science, Economics, and Management*, 1(9). <https://doi.org/10.36418/jrssem.v1i9.141>
- Sudirman, A., Lie, D., & Butarbutar, M. (2019). Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price And Consumer Trust... Analysis Of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price And Consumer Trust On Consumer Loyalty. *International Journal Of Scientific & Technology Research*, 8, 8. www.ijstr.org
- Susanti, N., Syahrian, A., Kunci, K., Pelayanan, K., & Nasabah, K. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah (Pada Pt. Bank Syariah Mandiri Cabang Pondok Pinang). *J. Feasible*, 1(1), 55–62.
- Sugiyono. (2012a). *Buku Metode Penelitian Kuantitatif Kualitatif Dan R&D*.
- Sugiyono. (2012b). *Metode Penelitian Kuantitatif*. ALFABETA.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Alfabetika.
- Syah, T. Y. R., & Wijoyo, C. K. (2021). Service Quality And Customer Satisfaction On WOM A Private Hospital In Indonesia. *JMMR (Jurnal Medicoeticolegal Dan Manajemen Rumah Sakit)*, 10(1), Layouting. [Https://Doi.Org/10.18196/Jmmr.V10i1.10141](https://doi.org/10.18196/jmmr.v10i1.10141)
- Tani, A., De, E., Saldanha, S., & Barreto, D. M. B. (2021). The Role Of Customer Satisfaction On The Relationship Between Service Quality, Price And Word Of Mouth (WOM): The Experience Of EDTL.EP In Dili, Timor-Leste. In *Journal Of Business And Management* (Vol. 3, Issue 2). [Https://Tljbm.Org/Jurnal/Index.Php/Tljbm](https://tljbm.org/jurnal/index.php/tljbm)
- Tenreng, M., Idrus, A., Lalo, A., & Badruddin, S. (2019). Perceived Service quality, Supply Chain Collaboration, Supply Chain management as Antecedents of Loyalty and Customer Satisfaction: Exploring Moderating Role of WOM. In *Int. J Sup. Chain. Mgt* (Vol. 8, Issue 6). <http://excellingtech.co.uk/>
- Tjahjaningsih, E., Ningsih, D. H. U., & Utomo, A. P. (2020). The Effect of Service Quality and Product Diversity on Customer Loyalty: The Role of Customer

Satisfaction and Word of Mouth. *Journal of Asian Finance, Economics and Business*, 7(12), 481–490.

<Https://Doi.Org/10.13106/Jafeb.2020.Vol7.No12.481>

Wahyoedi, S., Saparso, S., Tecoalau, M., & Winoto Tj, H. (2021). The Effect of Service Quality, Learning Quality, and Promotion Strategy on Parents' Decisions in Choosing ABC Primary Schools. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 999–1005. <https://doi.org/10.33258/birci.v4i1.1701>

Zhang, Z., Li, X., & Chen, Y. (2012). Deciphering word-of-mouth in social media: Text-based metrics of consumer reviews. In *ACM Transactions on Management Information Systems* (Vol. 3, Issue 1). <https://doi.org/10.1145/2151163.2151168>