

DAFTAR PUSTAKA

- Ayang, T., & Sugiati, M. (2022). Analisis Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Trzy Coffee Bogor. *Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 06(02), 46–57.
- Bintarto, A., Nurwati, E., Agus Kristiadi, A., & Pariwisata Internasional, S. (2021). Pengaruh Customer Relationship Management Terhadap Kepuasan Dan Loyalitas Pelanggan Hotel. *Jurnal Ilmiah Manajemen, Ekonomi, Dan Akuntansi*, 5(1), 1322–1338.
- Chi, N. T. K. (2021). Innovation Capability: The Impact Of E-Crm And Covid-19 Risk Perception. *Technology In Society*, 67. Diakses pada tanggal 20 Maret 2024 pukul 20.30 WIB, melalui: <https://doi.org/10.1016/j.techsoc.2021.101725>
- Chien, L., & Chi, S. (2019). Corporate Image As A Mediator Between Service Quality And Customer Satisfaction: Difference Across Categorized Exhibitors. *Heliyon*, 5, E01307. Diakses pada tanggal 20 Maret 2024 pukul 20.35 WIB, melalui: <https://doi.org/10.1016/j.heliyon.2019>
- Dm. Haryandika, & Ik. Santra. (2021). The Effect Of Customer Relationship Management On Customer Satisfaction And Customer Loyalty. *Indonesian Journal Of Business And Entrepreneurship*, 7(2), 139. Diakses pada tanggal 20 Maret 2024 pukul 20.40 WIB, melalui: <https://doi.org/10.17358/ijbe.7.2.139>
- Dominici G, & Guzzo R. (2010). Customer Satisfaction In The Hotel Industry: A Case Study From Sicily. *International Journal Of Marketing Studies*, 2(2), 3–12.
- Emaluta, F. H. K., Isnalita, I., & Soewarno, N. (2019). The Effect Of Customer Relationship Management (Crm) To Customers' Loyalty And Customers' Satisfaction As Mediator Variables. *Jurnal Aksi (Akuntansi Dan Sistem Informasi)*, 4(2). Diakses pada tanggal 21 Maret 2024 pukul 20.00 WIB, melalui: <https://doi.org/10.32486/Aksi.V4i2.352>
- Ghozali Imam, & Latan Hengky. (2015). *Partial Least Squares : Konsep, Teknik, Dan Aplikasi Menggunakan Program Smartpls 3.0 (2nd Ed.)*. Universitas Diponegoro.
- Griffin Jill. (2002). *Customer Loyalty : Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*. Erlangga.

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*.
- Hamid Rahmad Solling, & Anwar Suhardi M. (2019). *Structural Equation Modeling (Sem) Berbasis Varian: Konsep Dasar Dan Aplikasi Dengan Program Smartpls 3.2.8 Dalam Riset Bisnis* (Abiratno, Nurdiyanti Sofa, & Raksanagara Annis Diniati, Eds.; 1st Ed.). Pt Inkubator Penulis Indonesia.
- Kotler, P., & Armstrong, G. (2016). *Global Edition Principles Of Marketing Sixteenth Edition*.
- Kotler Philip, & Amstrong Gary. (2006). *Prinsip-Prinsip Pemasaran* (Maulana Adi, Barnadi Devri, & Haedani Wibi, Eds.; 12th Ed.). Penerbit Erlangga.
- Kotler Philip, & Keller Kevin Lane. (2008). *Manajemen Pemasaran* (Maulana Adi & Hardani Wibi, Eds.; 13th Ed.). Penerbit Erlangga.
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). *Managing Customer Relationships In The Social Media Era: Introducing The Social Crm House*. *Journal Of Interactive Marketing*, 27(4), 270–280. Diakses pada tanggal 20 Maret 2024 pukul 20.25 WIB, melalui: <https://doi.org/10.1016/j.intmar.2013.09.008>
- Nguyen, T. T. N. (2020). *Developing And Validating Five-Construct Model Of Customer Satisfaction In Beauty And Cosmetic E-Commerce*. *Heliyon*, 6(9). Diakses pada tanggal 20 Maret 2024 pukul 20.10 WIB, melalui: <https://doi.org/10.1016/j.heliyon.2020.E04887>
- Park, J., & Kim, R. B. (2022). *Importance Of Offline Service Quality In Building Loyalty Of Oc Service Brand*. *Journal Of Retailing And Consumer Services*, 65. Diakses pada tanggal 20 Maret 2024 pukul 20.10 WIB, melalui: <https://doi.org/10.1016/j.jretconser.2021.102493>
- Putri Sindy Buana, & Trenggana Arlin Ferlina Mochamad. (2020). *Pengaruh Customer Relationship Manaement (Crm) Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Watsons Di Bandung Impact Of Customer Relationship Management (Crm) On Customer Loyalty Through Customer Satisfaction Watsons In Bandung*. *E-Proceeding Of Management*, 7(1), 1258.
- Robinette Scott, Brand Claire, & Lenz Vicky. (2001). *Scott Robinette, Vicki Lenz, Jr. Hall Don, Claire Brand, Don Hall Jr. - Emotion Marketing_ The Hallmark Way Of Winning Customers For Life-Mcgraw-Hill* (2000).
- Siregar, D. N. P., Cahyani, W., & Chaniago, A. U. (2020). *Pengaruh Customer Relationship Management (Crm) Terhadap Loyalitas Pengguna Irian Card (I-*

Card) Pada Irian Dept Store & Supermarket Medan Marelan. *Jurnal Sains Manajemen Informatika Dan Komputer*, 19(1), 17–23.

Sudibyo, F. T., & Rachmawati, I. (2023). Pengaruh Customer Relationship Management Terhadap Customer Loyalty Melalui Customer Satisfaction Pada Raindear Coffee & Kitchen Bogor. *E-Proceeding Of Management*, 10(2), 791.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif Dan R & D* (19th Ed.). Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.

Widhi Mayang Kurnia, Ngatno, & Farida Naili. (2023). Pengaruh Customer Relationship Management (Crm) Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Jasa Service Pt. Nasmoco Siliwangi Semarang. *Jurnal Ilmu Administrasi Bisnis*, 12(2), 611–619.

Widyana Suci Fika, & Firmansyah Herdin. (2021). Pengaruh Customer Relationship Management (Crm) Terhadap Kepuasan Pelanggan Produk Sepatu Converse. 11(1).

Woratschek, H., Horbel, C., & Popp, B. (2020). Determining Customer Satisfaction And Loyalty From A Value Co-Creation Perspective. *The Service Industries Journal*, 40(11–12), 777–799. Diakses pada tanggal 22 Maret 2024 pukul 20.19 WIB, melalui: <https://doi.org/10.1080/02642069.2019.1606213>

Zahida, H., Febrilia, I., & Rahmi, ; (2023). Pengaruh Customer Relationship Management (Crm) Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Mixue Di Jabodetabek). *Jurnal Pemasaran Kompetitif*, 07(1), 71–80. Diakses pada tanggal 20 Maret 2024 pukul 20.00 WIB, melalui: <https://doi.org/10.32493/jpkpk.v6i2.32117>