

DAFTAR PUSTAKA

- Asmarasari, D. T., Dewi Muftian, R., Diyanto, T., Dewobroto, W. S., Nusantara, U. B., & Podomoro, U. A. (2020). Pengaruh Digital Loyalty Program Terhadap Kepuasan Dan Loyalitas Pelanggan Studi Kasus Tokopedia. In *Jurnal Pemasaran Kompetitif* (Vol. 4, Nomor 1). <http://www.openjournal.unpam.ac.id/index.php/JPK>
- Badan Pusat Statistik. (2021). Statistik Telekomunikasi Indonesia 2021. In 2021.
- Bagaskara, A. S. (2018). *Analisis Pengaruh Program Loyalitas Pelanggan dan Kualitas Layanan terhadap Loyalitas Pelanggan dengan Kepercayaan sebagai Variabel Mediasi pada Produk HP Samsung (Penelitian di wilayah Daerah Istimewa Yogyakarta)*.
- Besterfield, D. H., Michna, C. B., Besterfield, G. H., Scare, M. B., Urdhwareshe, H., & Urdhwareshe, R. (2019). *Total Quality Management (Tqm) 5E By Pearson (Besterfield)* (z-lib.org).
- Budiaji, W. (2013). SKALA PENGUKURAN DAN JUMLAH RESPON SKALA LIKERT (The Measurement Scale and The Number of Responses in Likert Scale). *Jurnal Ilmu Pertanian dan Perikanan Desember*, 2(2), 127–133. <http://umbidharma.org/jipp>
- Chaudhuri, M., Voorhees, C. M., & Beck, J. M. (2019). The effects of loyalty program introduction and design on short- and long-term sales and gross profits. *Journal of the Academy of Marketing Science*, 47(4), 640–658. <https://doi.org/10.1007/s11747-019-00652-y>
- Danish, R. Q., Humayon, A. A., Javaid Iqbal, H., Raza, S., & Shahid, J. (2018). The Impact of Service Quality and Service Value on Customer Satisfaction through Customer bonding: Evidence from telecommunication Sector. *European Online Journal of Natural and Social Sciences*. www.european-science.com
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). *The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia*. 19, 46–51. <https://doi.org/10.9790/487X-1911064651>
- Fattah Al-Slehat, Z. A. (2021). Determining the Effect of Banking Service Quality on Customer Loyalty Using Customer Satisfaction as a Mediating Variable: An Applied Study on the Jordanian Commercial Banking Sector. *International Business Research*, 14(4), 58. <https://doi.org/10.5539/ibr.v14n4p58>
- Fauziah, A. N., & Supriyono. (2023). The Effect of Product Quality and Price Perceptions on Purchase Decisions of Scarlett Body Lotion at Vilshop, Madiun City. *Jurnal Ekonomi dan Bisnis Digital*, 2(3), 639–664. <https://doi.org/10.55927/ministal.v2i3.4688>
- Giovanis, A., Athanasopoulou, P., & Tsoukatos, E. (2015). The role of service fairness in the service quality – relationship quality – customer loyalty chain:

- An empirical study. *Journal of Service Theory and Practice*, 25(6), 744–776.
<https://doi.org/10.1108/JSTP-11-2013-0263>
- Hassanein Abd-Elrahman, A.-E. (2018). A Review of Telecommunications Service Quality Dimensions Article Information. In *A Review of Telecommunications Service Quality Dimensions*. *Sch J Appl Sci Res* (Vol. 1, Nomor 1). www.innovationinfo.org
- Khairawati, S. (2019). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal of Research in Business and Social Science* (2147- 4478), 9(1), 15–23.
<https://doi.org/10.20525/ijrbs.v9i1.603>
- Kotler, P., & Keller, K. L. (2016). *Marketing management*.
- Magatef, S., Ghaleb, S., Fakhri, E., & Marketing, T. (2015). The Impact of Customer Loyalty Programs on Customer Retention. In *International Journal of Business and Social Science* (Vol. 6, Nomor 8). www.ijbssnet.com
- Michael D. Hutt, & Thomas W. Speh. (2010). *Business Marketing Management: B2B*.
- Salim, D. F., Hurriyati, R., & Sultan, M. A. (2021). *Relationship Marketing for B2B Indihome Consumer Loyalty*.
- Saputra, A. D., & Wenagama. (2019). *Analisis Efisiensi Faktor Produksi Usahatani Cabai Merah Di Desa Buahah, Kecamatan Payangan, Kabupaten Gianyar*.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior 12th Edition*. In *Pearson* (Vol. 53, Nomor 9).
- Sharma, A., & Bhardwaj, P. (2015). Perceived Benefits of Loyalty Programmes and Their Impact on Purchase Intentions of Customers. *PRIMA: Practices and Research in Marketing*, 6(1and2).
<https://doi.org/10.21863/prima/2015.6.1and2.001>
- Singaraj, M. A. A., Phil, M., Awasthi, D. K., India, U. P., Bhoi, T., Ramya, M. N., & Dharanipriya, K. (2019). *SERVICE QUALITY AND ITS DIMENSIONS Chief Editor Editor EDITORIAL ADVISORS SERVICE QUALITY AND ITS DIMENSIONS A Kowsalya 2*.
<https://www.researchgate.net/publication/333058377>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*.
- Trisnawati, N., Setyawati, H. A., Tinggi, S., Putra, I. E., & Kebumen, B. (2020). Pengaruh Customer Loyalty Program serta Service Recovery Terhadap Customer Satisfaction dan Customer Retention (Studi pada Pengguna Shopee di Kebumen). In *Jurnal Ilmiah Mahasiswa Manajemen* (Vol. 2, Nomor 3). <http://journal.stieputrabangsa.ac.id/index.php/jimmba/index>
- Zehir, C., Şahin, A., Kitapçı, H., & Özçahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *Procedia - Social and*

Behavioral Sciences, 24, 1218–1231.
<https://doi.org/10.1016/j.sbspro.2011.09.142>