

## DAFTAR PUSTAKA

- Alma, B. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi. Bandung: Alfabeta.
- Alves, H., & Raposo, M. (2010). The Influence of University Image Student Behaviour. *International Journal of Educational Management*, 73-85.
- Atmaja, C. D. (2016). Pengaruh Kewajaran Harga, Citra Perusahaan terhadap Kepuasan dan Loyalitas Pengguna Jasa Penerbangan Domestik Garuda Indonesia di Denpasar. *Prosiding Seminar Nasional*, 197-209.
- Chiu, K. H., & Hsu, C. L. (2010). Research on the Connections between Corporate Social Responsibility and Corporate Image in the Risk Society. *International Journal of Electronic Business Management*, 183-194.
- Christina, F. S. (2014). Pengaruh Kualitas Pelayanan dan Citra Korporasi terhadap Kesetiaan Pelanggan melalui Kepuasan Pelanggan. *Jurnal Manajemen dan Pemasaran Jasa*, 91-24.
- Clandinin, D. J., & Connelly, F. M. (2006). Stories of Experience and Narrative Inquiry. *Educational Researcher*, 1S(5), 2-14.
- Cristobal, E., Falvian, C., & Guinaliu, M. (2007). Perceived E-Service Quality : Measurement Validation and Effects on Consumer Satisfaction and Web Site Loyalty. *An International Journal*, 317-340.
- Dharmmesta, & Swastha, B. (2014). *Manajemen Pemasaran*. Yogyakarta: BPF.
- Faria, N., & Mendes, L. (2013). Organizational Image's Partial Mediation role between Quality and Users' Satisfaction. *The Service Industries Journal*, 1275-1293.

- Ganguli, S., & Roy, S. K. (2011). Generic Thecnology-Based Service Quality Dimensions in Banking : Impact On Customer Satisfaction and Loyalty. *The International Journal of Bank Marketing*, 168-189.
- 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*, 744-776.
- Helgesen, & Nettet, E. (2007). Images, Satisfaction and Antecedents: Drivers of Student Loyalty? A Case Study of a Norwegian University College. *Corporate Reputation Review*, 38-59.
- Hoq, M. Z., Sultana, N., & Amin, M. (2010). The Effect of Trust, Customer Satisfaction and Image on Customer's Loyalty in Islamic Banking Sector. *South Asian Journal of Management*, 70-93.
- Hsu, C., & Cai, L. A. (2009). Brand Knowledge, Trust and Loyalty - A Conceptual Model of Branding. *International CHRIE Conference-Refereed*, 1-8.
- Hurriyati, R. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Edisi 1. Bandung: Alfabeta.
- Iman, M. S. (2010). *Citra Perusahaan - Seri Manajemen Pemasaran*. <http://www.e-iman.uni.cc/>.
- Jasfar, F. (2013). *Manajemen Jasa Pendekatan Terpadu*. Bogor: Ghalia Indonesia.
- Jasfar, F., & Kristaung, R. (2012). *Sinergi Kualitas Jasa Ritel dan Pemasaran Kerelasian terhadap Ritensi Pelanggan*. Jakarta: Universitas Trisakti.
- Kaura, V., Prasad, D. S., & Sharma, S. (2015). Service Quality, Service Convenience, Price and Fairness, Customer Loyalty, and The Mediating Role of Customer Satisfaction. *The International Journal of Bank Marketing*, 404-422.

- Kotler, P. (2011). *Manajemen Pemasaran Di Indonesia*. Diadaptasi oleh A.B. Susanto. Jakarta: Salemba Empat.
- Kotler, P., & Armstrong, G. (2018). *Prinsip-Prinsip Pemasaran*. Edisi 15 Global Edition. USA: Pearson.
- Kotler, P., & Keller, K. (2014). *Marketing Management 15th Edition*. Prentice Hall: Saddle River.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Edisi 14 Global Edition. USA: Pearson.
- Lestari, A., & Yulianto, E. (2018). Pengaruh Kualitas Produk terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis* , 74-81.
- Majid, S. A. (2018). *Customer Service dalam Bisnis Jasa Transportasi*. Depok: Rajawali Pers.
- Marina, S., Darmawati, A., & Setiawan, I. (2014). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan pada Perusahaan Penerbangan Full Service Airlines. *Jurnal Manajemen Transportasi dan Logistik* Vol. 01 No. 02, 157-164.
- Markovic, S., Raspor, S., & Segaric, K. (2010). Customer Satisfaction and Customer Loyalty Measurement in Hotel Setting : An Empirical Analysis. *Tourism & Hospitality Industry*, 125-137.
- Michel, R., Ashill, N. J., Shao, J., & Carruthers, J. (2009). An Examination of The Relationship between Service Quality Dimensions, Overall Internet Banking service Quality and Customer Satisfaction : A New Zealand Study. *Marketing Intelligence & Planning*, 103-126.
- Minor, M. S., & Mowen, J. C. (2014). *Perilaku Konsumen*. Jakarta: Erlangga.

- Mohsin, A. (2015). Impact of service quality, corporate image and customer satisfaction towards customer's perceived value in the Banking sector in the Pakistan . International Journal Of Bank Marketing, 442-456.
- Mutmainnah. (2017). Pengaruh Kualitas Layanan dan Citra Perusahaan terhadap Kepuasan dan Loyalitas Nasabah. Jurnal Manajemen dan Pemasaran Jasa Vol. 10 No. 2, 201-216.
- Nguyen, N., Leclerc, A., & LeBlanc, G. (2013). The Mediating Role of Customer Trust on Customer Loyalty. Journal of Service Science and Management, 96-109.
- Oliver, R. L. (2014). Satisfaction, A Behavioral Perspective on The Customer. Second Edition. New York: Routledge.
- Parasuraman, A. (2014). The Behavioral Consequences of Service Quality. New Jersey : Prentice Hall.
- Rampersad, H. K. (2008). Sukses Membangun Authentic Personal Branding. Penerjemah : Lina Susanti Wijaya. Jakarta: PPM.
- Santiago, O. P., & Saura, I. G. (2011). National Index of Consumer Satisfaction. Cuadernos de Administration, 35-57.
- Sopiah, & Sangadji, E. M. (2013). Perilaku Konsumen : Pendekatan Praktis. Yogyakarta: Andi Offset.
- Sugiyono. (2019). Metode Penelitian Kuantitatif Kualitatif R&D. Bandung: Alfabeta.
- Sumarwan, U. (2014). Perilaku Konsumen. Teori dan Penerapannya dalam Pemasaran. Bogor: Ghalia Indonesia.
- Sutisna, P. T. (2012). Perilaku Konsumen dan Komunikasi Pemasaran. Bandung: PT. Rosdakarya.

Suwandi, I. D. (2010). Citra Perusahaan. Seri Manajemen Pemasaran. [www.e-Iman.uni.cc](http://www.e-Iman.uni.cc).

Swastha, B. (2010). Manajemen Pemasaran: Analisa dan Perilaku Konsumen. Yogyakarta: BPFE UGM.

Tjiptono, F. (2015). Startegi Pemasaran. Edisi 4. Yogyakarta: Andi Ofset.

[www.garuda-indonesia.com](http://www.garuda-indonesia.com)

[www.hbud.dephub.go.id](http://www.hbud.dephub.go.id)

[www.kppu.go.id](http://www.kppu.go.id)

[www.topbrand-award.com](http://www.topbrand-award.com)

[www.cnnindonesia.com](http://www.cnnindonesia.com)

