

DAFTAR PUSTAKA

BUKU

Sekaran, U. (2003). *Research and Markets: Research Methods for Business - A Skill Building Approach*. In *John Wiley & Sons*.
<https://doi.org/http://dx.doi.org/10.1108/17506200710779521>

J. Gravetter, F., & B. Forzano, L.-A. (2018). *Research Methods for the Behavioral Sciences, 4th edition* (Vol. 18, Issue 2).

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing, Global Edition, 16th Edition*. In *Invasive Bladder Cancer*.

Kotler, P., & Keller, kevin lane. (2006). *Marketing Management* (Twelfth Ed). Pearson Prentice Hall™.

Kotler, P., & Keller, kevin lane. (2012). *Marketing Management*. Pearson Education Limited.

prof. Dr. Umi Narimawati, Dra.,S.e., M. S., Jonathan Sarwono, S.Sos., M. H., Prof.Dr.H.Azhar Affandy, S.E., M. S., & Prof.Dr.H.M.Sidik Pridana, M. S. (2019). *Ragam Analisis dalam Metode Penelitian*.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA, cv.

JURNAL

Aini, N. (2019). Pengaruh Kualitas Layanan Dan Harga Serta Citra Destinasi Terhadap Word Of Mouth Melalui Kepuasan Konsumen Pada Wisata Edukasi Taman Botani Sukorambi Jember [Universitas Jember].
<https://repository.unej.ac.id/handle/123456789/91830>

Anuraga, G., Sulistiyawan, E., & Munadhiroh, S. (2017). Structural Equation Modeling - Pls Untuk Pemodelan Ipkm Jawa Timur. 257–263.
http://matematika.fst.unair.ac.id/wp-content/uploads/2019/03/39-Siti-Munadhiroh__Statistika_.pdf

- Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–9. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/1391>
- Cahyani, F. G., & Sitohang, S. (2016). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 5(3), 1–19. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/527>
- Cheng, B. L., Gan, C. C., Imrie, B. C., & Mansori, S. (2019). Service Recovery, Customer Satisfaction And Customer Loyalty: Evidence From Malaysia's Hotel industry. *International Journal of Quality and Service Sciences*, 11(2), 187–203. <https://doi.org/10.1108/IJQSS-09-2017-0081>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Handoko, B. (2017). Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 18(1), 61–72. <https://doi.org/10.30596/jimb.v18i1.1098>
- Hoe, L. C., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20. <https://doi.org/10.5296/ijim.v3i1.13959>
- Irwanto, A., Rohman, F., & Noermijti. (2013). Analisis Pengaruh Kualitas Produk dan Strategi Harga terhadap Kepuasan Pelanggan, dan Pengaruhnya pada Terbentuknya Word-of-mouth di Perumahan Madani Group Jabodetabek. *Jurnal Aplikasi Manajemen*, 11(1), 85–94. <https://jurnaljam.ub.ac.id/index.php/jam/article/view/498>

Khoo, K. L. (2020). A Study Of Service Quality, Corporate Image, Customer Satisfaction, Revisit Intention And Word-Of-Mouth: Evidence From The KTV Industry. *PSU Research Review*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/prr-08-2019-0029>

Kotambunan, W. I., Lopian, S. L. H. V. J., & Samadi, R. L. (2021). Pengaruh Diferensiasi Produk , Harga , Dan Promosi Terhadap Perilaku Word Of Mouth Pada Warunk Bendito The Effect Of Product Differentiation , Price , And Promotion Towards The Word Of Mouth Behavior At Warunk Bendito Jurnal *Emba* Vol . 9 No . 1 Januari 20. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(1), 61–69. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/31822>

Larassaty, D. P. (2014). Hubungan Antara Kualitas Pelayanan Prima Dengan Citra Positif PT Taspen (Persero) (Studi Korelasional Mengenai Hubungan Antara Kualitas Pelayanan Prima dengan Citra Positif PT Taspen (Persero) KCU Bandung) [Universitas Islam Bandung]. <http://repository.unisba.ac.id/handle/123456789/4257>

Lestari, A. (2013). Pengaruh Kualitas Layanan dan Harga Terhadap Word of Mouth Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Pengunjung Timezone Plaza Surabaya). *Jurnal Buletin Ekonomi*, 11(1), 1–86. <http://repository.upnyk.ac.id/8274/1/anik.pdf>

Leung, L. S. K. (2020). The Impact of Diurnal Preferences on Customer Satisfaction, Word of Mouth and Repurchasing: A Study in Indian College Online Shoppers. *Asia-Pacific Journal of Management Research and Innovation*, 16(1), 21–30. <https://doi.org/10.1177/2319510x19897455>

Liu, C. H. S., & Lee, T. (2016). Service Quality And Price Perception Of Service: Influence On Word-Of-Mouth And Revisit Intention. *Journal of Air Transport Management*, 52, 42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>

Maghfiroh, K. (2019). Pengaruh Harga, Kualitas Produk Dan Word of Mouth Terhadap Kepuasan Konsumen Serta Implikasinya Pada Keputusan

Pembelian Smartphone Xiaomi. *Business Management Analysis Journal (BMAJ)*, 2(2), 34–44. <https://doi.org/10.24176/bmaj.v2i2.4075>

Mahendrayasa, A., Kumadji, S., & Abdillah, Y. (2014). Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Survei Pada Mahasiswa Pengguna Kartu Selular Gsm Im3 Angkatan 2011/2012 Dan 2012/2013 Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 12(1), 82799. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/474>

Matzler, K., Würtele, A., & Renzl, B. (2006). Dimensions of price satisfaction: A study in the retail banking industry. *International Journal of Bank Marketing*, 24(4), 216–231. <https://doi.org/10.1108/02652320610671324>

Mega T., M., & Harsono, S. (2013). Pengaruh Harga, Nilai Manfaat, Dan Kualitas Terhadap Kepuasan Pelanggan Handphone Blackberry Di Surabaya. *Journal of Business and Banking*, 3(2), 135. <https://doi.org/10.14414/jbb.v3i2.231>

Melastri, K., & Giantari, I. G. A. K. (2019). Effect of service quality, company image, and customer satisfaction in Word Of Mouth. *International Research Journal of Management, IT and Social Sciences*, 6(4), 127–134. <https://doi.org/10.21744/irjmis.v6n4.666>

Molinari, L. K., Abratt, R., & Dion, P. (2008). Satisfaction, Quality And Value And Effects On Repurchase And Positive Word-Of-Mouth Behavioral Intentions In A B2B Services Context. *Journal of Services Marketing*, 22(5), 363–373. <https://doi.org/10.1108/08876040810889139>

Nurjanah, R. L., & Mashariono. (2017). Pengaruh Produk dan Harga Terhadap Word Of Mouth Melalui Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 6. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/1713>

Pradesta, R., Haryono, A. T., & Mukeri, M. (2017). Pengaruh Kualitas Produk, Inovasi Produk dan Layanan Purna Jual terhadap Keputusan Pembelian

dengan Word of Mouth sebagai Variabel Intervening. *Journal of Management*, 3(3), 10. <http://jurnal.unpand.ac.id/index.php/MS/article/view/834>

Rafika, N. A., & Yulhendri. (2020). The Effect of Store Atmosphere, Product Quality, Customer Satisfaction and Electronic Word of Mouth on Customer Loyalty in Gubuk Coffee Padang. *124(2019)*, 788–802. <https://doi.org/10.2991/aebmr.k.200305.146>

Rama, A. (2020). Strategic Pricing By Islamic Banks And The Impact On Customer Satisfaction And Behavioral Intention. *Journal of Islamic Accounting and Business Research*, 11(9), 2017–2033. <https://doi.org/10.1108/JIABR-04-2019-0078>

Rosalinda, S., Ulinuha, N., & Rolliawati, D. (2018). Evaluasi Usability Sistem Informasi Manajemen Kepegawaian Berbasis Iso 9241-11 Menggunakan Metode Partial Least Square Evaluation Of Usability Of Employee Management Information System. *Jurnal Komunikasi, Media Dan Informatika*, 7(3), 127–134. <https://jurnal.kominfo.go.id/index.php/komunika/article/view/1702>

Rua, S., Saldanha, E. D. S., & Amaral, A. M. (2020). Examining the Relationships among Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. *Timor Leste Journal of Business and Management*, 2(October), 33–44. <https://doi.org/10.51703/bm.v2i2.28>

Samuel, H., & Audrey, Y. (2020). Pengaruh Product Quality Terhadap Word of Mouth Dan Customer Satisfaction Sebagai Mediasi Pada Customer Greenly Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 9. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/10067>

Setyo, P. E. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen “Best Autoworks.” *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 1, 755–764. <https://journal.uc.ac.id/index.php/performa/article/view/404>

- Tannady, H., Luin, J., & Widhianto, C. (2019). Faktor-Faktor Determinan Performa Kerja Karyawan Ground Handling Pada Industri Penerbangan di Indonesia. *Seminar Nasional Dan Inovasi Teknologi*, 413–418. <https://www.researchgate.net/publication/336552132>
- Tristiana, A., & Mashariono. (2016). Pengaruh Kualitas Produk Dan harga Terhadap Kepuasan Konsumen Sepeda Motor Honda Vario 125. *Jurnal Ilmu Dan Riset Manajemen*, 5(6), 1–23. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/732>
- Ulfa, R. (2018). Pengaruh Kualitas Layanan dan Persepsi Harga Terhadap Word Of Mouth Melalui Kepuasan Pelanggan Jasa Transportasi Ojek Online di Yogyakarta [Universitas Islam Indonesia]. In *Director* (Vol. 15, Issue 40). http://awsassets.wwfz.panda.org/downloads/earth_summit_2012_v3.pdf%0Ahttp://hdl.handle.net/10239/131%0Ahttps://www.uam.es/gruposinv/meva/publicaciones_jesus/capitulos_espanyol_jesus/2005_motivacion_para_el_aprendizaje_Perspectiva_alumnos.pdf%0Ahttps://ww
- Wahyu, A. A. G. A. H., & Gorda, A. A. N. E. S. (2017). Kualitas Produk, Kualitas Pelayanan Terhadap Word of Mouth Dengan Kepuasan Konsumen Dan Loyalitas Pelanggan Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen & Bisnis*, 2(2), 324–336. <https://journal.undiknas.ac.id/index.php/manajemen/article/view/2085/0>
- Widodo, R. C. Aj., & Shihab, M. S. (2016). Membangun Kualitas Layanan. Kualitas Produk dan Persepsi Harga Untuk Mendukung Word Of Mouth Melalui Kepuasan. *Jurnal Manajemen Dan Bisnis Sriwijaya*, Vol. 14, 1–16. <https://ejournal.unsri.ac.id/index.php/jmbs/article/view/8842>
- Wulansari, P., Damanik, A. H., & Prasetyo, A. P. (2017). Jurnal Manajemen Indonesia. *Jurnal Manajemen Indonesia*, 14(2), 163–170. <https://doaj.org/article/ea65eba20c7045858878b2aec206fa10>

WEBSITE

- Daily, I. (2018). *Industri Kosmetik Nasional Tumbuh 20%*. Kopenperim.Go.Id. <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh->

Tokopedia.Com. (2020). *10 Merk Kosmetik Lokal Terbaik, Kualitas Internasional!*

Tokopedia.com. <https://www.tokopedia.com/blog/top-brand-kosmetik-lokal-terbaik/>

