

DAFTAR PUSTAKA

Buku:

- Chin, W. W., & Newsted, P. R. (1998). The partial least squares approach to structural equation modeling. Modern methods for business research. *Statistical Strategies for Small Sample Research*, April, 295-336.
<http://books.google.com.sg/books?hl=en&lr=&id=EDZ5AgAAQBAJ&oi=fnd&pg=PA295&dq=chin+1998+PLS&ots=47qB7ro0np&sig=rihQBibvT6S-Lsj1H9txe9dX6Zk#v=onepage&q&f=false>
- Ghozali, I. (2002). *Aplikasi Analisis Multivariate dengan Program SPSS* (4th ed.). Universitas Diponegoro.
- Hajar, I. (1996). Dasar-dasar Metodologi Penelitian Kuantitatif dalam Pendidikan. Raja Grafindo Persada.
- Kotler, P., & Armstrong, G. (2008). Prinsip-Prinsip Pemasaran. In Erlangga (12th ed.).
- Kotler, Philip, & Kevin Lane Kaller. (2008). Manajemen Pemasaran (13th ed.). Erlangga.
- Mowen, & Minor. (2022). *Perilaku Konsumen* (Erlangga (ed.)).
- MSC, D. S., & Tarsito. (1982). *Metode Statistik*.
- Prof.Dr.Umi Narimawati, Dra., SE., M. S., Jonathan Sarwono, S.Sos., M. H., Prof.Dr.H.Azhar Affandy, S.E., M. S., & Prof.Dr.H.M. Sidik Priadana, M. . (2019). Ragam Analisis dalam Metode Penelitian (1st ed.).
- Saleh, C., & Purnomo, M. R. A. (2013). *Metodologi Penelitian* (2nd ed.). Sebuah Petunjuk Praktis.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sunyoto, D. (2013). Teori, Kuesioner & Analisis Data Untuk Pemasaran dan Perilaku Konsumen. In *Graha Ilmu*.
- Tjiptono. (2005). Pemasaran Jasa. Bayumedia.
- Tjiptono, F. dan G. C. (2016). *Service, Quality, dan Satisfaction*. Andi Offset.
- Zeithaml, A. V., & Bitner, M. J. (1996). *Services Marketing*. McGraw-Hill.

Jurnal:

- Abekah-Nkrumah, G., Yaa Antwi, M., Braimah, S. M., & Ofori, C. G. (2020). Customer relationship management and patient satisfaction and loyalty in selected hospitals in Ghana. *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-09-2019-0064>
- Amin, S., & Sulaksono, H. (2015). Pengaruh Komunikasi Pemasaran dan Kerelasian Nasabah Terhadap Loyalitas Nasabah Pada Bank Rakyat Indonesia Jember. *Economic*, 16.
- Anuraga, G., Sulistiawan, E., & Munadhiroh, S. (2017). *Structural Equation Modeling - PLS Untuk Pemodelan IPKM Jawa Timur*. 257-263.
- Aprilia, L., Maming, J., & Pakki, E. (2020). The Influence Of Trust And Service Quality On Loyalty Through Customer Satisfaction At State-Owned Banks In Makassar City. *Hasanuddin Journal of Applied Business and Entrepreneurship*, 3(1), 36-48. <https://doi.org/10.26487/hjabe.v3i1.295>
- Arianto, J. P. S. (2017). Pengaruh Customer Satisfaction, Brand Trust, dan Customer Feedback Terhadap Customer Loyalty Pada Perusahaan Mobil Suzuki. *Jurnal Al-Qardh*, 1(1), 50-60. <https://doi.org/10.23971/jaq.v1i1.629>
- Arisandy, W. (2015). Strategi Dinas Kesehatan dalam Meningkatkan Kualitas Pelayanan Kesehatan melalui Metode CRC (Citizen Report Card) di Kota Surabaya. *Kebijakan Dan Manajemen Publik*, 3(2), 12-23.
- Baan, R. R. S. (2020). Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien Rawat Inap pada RS. Bahagia Makassar. *Ekombis Sains: Jurnal Ekonomi, Keuangan Dan Bisnis*, 5(1), 45-52. <https://doi.org/10.24967/ekombis.v5i1.591>
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of*

- the Academy of Marketing Science*, 16(1), 74–94.
<https://doi.org/10.1007/BF02723327>
- Bhat, S. A., & Darzi, M. A. (2016). Customer relationship management An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty. *International Journal of Bank Marketing*, 34(3), 1–34.
- Buttle, F. (2008). Customer relationship management: Second edition. *Customer Relationship Management: Second Edition*, August 2008, 1–500.
<https://doi.org/10.4324/9780080949611>
- C Fornell, & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- Duńu, C., & Hämäjän, H. (2011). The Effect of Organizational Readiness on CRM and Business Performance. *International Journal of Computers*, 5(1), 106–114.
- Ersi, D. Y., & Semuel, H. (2014). Analisis CRM , Kepuasan Pelanggan dan Loyalitas Produk UKM berbasis bahan baku terigu di Jawa Timur. *Jurnal Manajemen Pemasaran*, 8(1), 1–8. <https://doi.org/10.9744/pemasaran.8.1.1-8>
- Fahmi Khudair, I., & Raza, S. A. (2013). Measuring patients' satisfaction with pharmaceutical services at a public hospital in Qatar. *International Journal of Health Care Quality Assurance*, 26(5), 398–419. <https://doi.org/10.1108/IJHCQA-03-2011-0025>
- Garepasha, A., Aali, S., Bafandeh Zendeh, A. R., & Iranzadeh, S. (2020). Relationship dynamics in customer loyalty to online banking services. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2019-0183>
- Gopi, B., & Samat, N. (2020). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>.
- Gunaratne, U. (2014). Relationship between Service Quality and Customer Satisfaction in Sri Lankan Hotel Industry. *International Journal of Scientific and Research Publications*, 4(11), 1–8.
- Hair, Joe 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>
- Hair, Joe F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>.
- Hardjono, B., & San, L. P. (2017). Customer Relationship Management Implementation and its Implication to Customer Loyalty in Hospitality Industry. *Jurnal Dinamika Manajemen*, 8(1), 92–107. <https://doi.org/10.15294/jdm.v8i1.10414>
- Haryono, S. (2014). Mengenal Metode Structural Equation Modeling (Sem) Untuk Penelitian Manajemen menggunakan AMOS. *Jurnal Ekonomi Dan Bisnis STIE YPN Vol. VII No. 1 Oktober 2014*, VII(1), 23–34.
- Helmwawati, T., & Handayani, S. D. (2014). Pengaruh Kualitas Layanan Terhadap Minat Kunjungan Ulang yang Dimediasi oleh Kepuasan pasien di Klinik Rumah Zakat Yogyakarta. 3(1), 68–70. <https://doi.org/https://doi.org/10.18196/jmmr.v3i1.966>.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(January), 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Hulland, J. (1999). Use of Partial Least Squares (PLS) In Strategic Management Research: A Review of Four Recent Studies. *Strategic Management Journal*, 20(4), 195–204. <https://doi.org/10.1038/aps.2012.31>
- Imasari, K., & Nursalin, K. K. (2011). Customer Relationship Management Terhadap Loyalitas Pelanggan Pada PT BCA Tbk Influence of Customer Relationship Management Toward Customer Loyalty on PT. BCA Tbk Kartika. *Fokus Ekonomi (FE)*, 10(3), 183–192. <https://doi.org/10.33619/2414-2948/51/21>.

- Iriandini, A. (2015). Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Pelanggan (Survey pada Pelanggan PT. Gemilang Libra Logistics, Kota Surabaya). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 23(2), 85998.
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351. <https://doi.org/10.1108/09596110010342559>
- Kessler, D. P., & Mylod, D. (2011). Does patient satisfaction affect patient loyalty? *International Journal of Health Care Quality Assurance*, 24(4), 266–273. <https://doi.org/10.1108/09526861111125570>
- Kolonio, J., & Soepono, D. (2019). Effect of Service Quality, Trust, and Consumer Satisfaction on Consumer Loyalty on Cv. Marine Fiberglass Facilities. *Jurnal EMBA*, 7(1), 831–840.
- Kususmasasti, I., Andarwati, & Hadiwidjojo, D. (2017). Pengaruh Kualitas Produk dan Layanan terhadap Loyalitas Pelanggan Coffee Shop. *Ekonomi Bisnis*, 22(2), 123–129.
- Lei, P., & Jolibert, A. (2012). A three-model comparison of the relationship between quality, satisfaction and loyalty_2012. *BMC Health Services Research*, 12, 436.
- Lie, D., Sudirman, A., Efendi, E., & Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research*, 8(8), 421–428.
- Mendoza, L. E., Marius, A., Pérez, M., & Grimán, A. C. (2007). Critical success factors for a customer relationship management strategy. *Information and Software Technology*, 49(8), 913–945. <https://doi.org/10.1016/j.infsof.2006.10.003>
- Minarti, S. N., & Segoro, W. (2014). The Influence of Customer Satisfaction, Switching Cost and Trusts in a Brand on Customer Loyalty – The Survey on Student as im3 Users in Depok, Indonesia. *Procedia - Social and Behavioral Sciences*, 143, 1015–1019. <https://doi.org/10.1016/j.sbspro.2014.07.546>
- Mohammad Haghghi. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management*, 6(14), 5039–5046. <https://doi.org/10.5897/ajbm11.2765>.
- Munandar, I. G. (2020). PENGARUH SERVICE QUALITY TERHADAP CUSTOMER LOYALTY RUMAH SAKIT DI KOTA TANGERANG. *Seminar Nasional Terapan Riset Inovatif (SENTRINOV) Ke-6*, 6(2), 311–319.
- Munandar, J. M., Oktaviani, D., & Angraini, Y. (2020). How important is CRM toward customer's loyalty to conventional and Islamic bank marketing strategy?: A case study from Indonesia. *Journal of Islamic Marketing*, 2014. <https://doi.org/10.1108/JIMA-07-2019-0146>.
- Nduru, R. E., Situmorang, M., & Tarigan, G. (2014). Analisa Faktor-Faktor Yang Mempengaruhi Hasil Produksi Padi Di Deli Serdang. *Saintia Matematika*, 2(1), 71–83.
- Ngo, M. V. M., & Nguyen, H. H. (2016). The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness*, 8(2), 103–116. <https://doi.org/10.7441/joc.2016.02.08>.
- Osman, Z., & Sentosa, I. (2013). A study of mediating effect of trust on customer satisfaction and customer loyalty relationship in Malaysian rural tourism. *European Journal of Tourism Research*, 6(2), 192–206.
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pereira, D., Giantari, N. G. K., & Sukaatmadja, I. P. G. (2016). Pengaruh service quality terhadap satisfaction dan customer loyalty Dadirah di Dili Timor-Leste. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, ISSN: 2337-3067, 5(2), 455–488.
- Perreault, W. D., & Mason, C. H. (1991). Collinearity, Power, and Interpretation of Multiple Regression Analysis. In *Journal of Marketing Research* (Vol. 28, Issue 3, pp. 268–280). <http://personal.psu.edu/jxb14/M554/articles/Mason&Perreault1991.pdf>.
- Pratama, V., & Hartini, S. (2020). The Effect of Perception of Health Care Service Quality

- on Patient Satisfaction and Loyalty in Mother and Child Hospital. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 13(3), 234. <https://doi.org/10.20473/jmtt.v13i3.21139>.
- Purwanto, E., Dapas, C. C., Sitorus, T., & Ihalauw, J. J. O. I. (2019). The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention. In *Quality - Access to Success* (Vol. 20, Issue 169).
- Rahimi, R. (2017). Customer relationship management (people, process and technology) and organisational culture in hotels: Which traits matter? *International Journal of Contemporary Hospitality Management*, 29(5), 1380–1402. <https://doi.org/10.1108/IJCHM-10-2015-0617>.
- Rahmiati, R., & Temesveri, N. A. (2020). Hubungan Dimensi Kualitas Pelayanan Dengan Minat Kunjungan Ulang Pasien Di Instalasi Rawat Jalan Rumah Sakit Umum Kabupaten Tangerang Tahun 2019. *Jurnal Kesehatan*, 13(1), 13–21. <https://doi.org/10.23917/jk.v13i1.11097>.
- Rashid, I. M. A., Yusuf, B. N. M., & Abdullah, M. F. S. (2014). Impact of Service and Food Quality on Customer Satisfaction Among Generation Y for the Fast Food Restaurant in Malaysia. *Journal of Social Science Research*, 5(2), 784–793. <https://doi.org/10.24297/jssr.v5i2.3380>.
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. *TQM Journal*, 32(6), 1443–1466. <https://doi.org/10.1108/TQM-02-2020-0019>.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (Issue September). <https://doi.org/10.1007/978-3-319-05542-8>.
- Semuel, H., & Wibisono, J. (2019). Brand Image , Customer Satisfaction Dan Customer Loyalty. *Jurnal Manajemen Pemasaran*, 13(1), 27–34. <https://doi.org/10.9744/pemasaran.13.1.27>.
- Senarath, U., Gunawardena, N. S., Sebastiampillai, B., Senanayake, A., Lekamge, S., Seneviratna, A., Jinadasa, M., & Wijeratne, D. (2013). Patient satisfaction with nursing care and related hospital services at the National Hospital of Sri Lanka. *Leadership in Health Services*, 26(1), 63–77.
- Sheng, T., & Liu, C. (2010). An empirical study on the effect of e-service quality on online customer satisfaction and loyalty. *Nankai Business Review International*, 1(3), 273–283. <https://doi.org/10.1108/20408741011069205>.
- Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction : Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558. <https://doi.org/10.1108/TQM-07-2019-0187>.
- So, I. G., & Sheila, S. (2011). Analisis Perancangan Customer Relationship Management Berbasis Web pada PT ASP Jakarta. *Binus Business Review*, 2(1), 100. <https://doi.org/10.21512/bbr.v2i1.1115>.
- Sofi, M. R., Bashir, I., Parry, M. A., & Dar, A. (2020). The effect of customer relationship management (CRM) dimensions on hotel customer's satisfaction in Kashmir. *International Journal of Tourism Cities*, 6(3), 601–620. <https://doi.org/10.1108/IJTC-06-2019-0075>.
- Sum, C. Y., & Hui, C. L. (2009). Salespersons' service quality and customer loyalty in fashion chain stores: A study in Hong Kong retail stores. *Journal of Fashion Marketing and Management*, 13(1), 98–108. <https://doi.org/10.1108/13612020910939905>.
- Supartiningish, S. (2017). Kualitas Pelayanan Kepuasan Pasien Rumah Sakit. *Jurnal Medicoeticolegal Dan Manajemen Rumah Sakit*, 6 (1): 9-15, Januari 2017, 6(1), 9–14. <https://doi.org/10.18196/jmmr.6122.Kualitas>.
- Tannady, H., Yanasari, D., Kamila, S. N., Fitria, V. A., & Sofyan, R. (2020). Upaya Meningkatkan Kualitas Pelayanan Di Outlet Hennes & Mauritz Widforss Menggunakan Analisis Service Quality. *Journal of Business & Applied Management*, 13(1), 19–32.
- Teeroovengadum, V. (2020). Service quality dimensions as predictors of customer satisfaction and loyalty in the banking industry: moderating effects of gender. *European Business Review*. <https://doi.org/10.1108/EBR-10-2019-0270>.
- Wang, M. L. (2013). Implementing CRM in nursing homes: The effects on resident

- satisfaction. *Managing Service Quality*, 23(5), 388–409. <https://doi.org/10.1108/MSQ-08-2012-0086>.
- Yurasti. (2014). Pengaruh Nilai Pelanggan Terhadap Kepuasan Dalam Membentuk Loyalitas Siswa SMP IT Pasaman Barat. *E-Jurnal Apresiasi Ekonomi*, 2(2), 119–128.

Artikel:

- Barnes, J. G. (2003). *The Secret of Customer Relations Management*. Andi Aaker, D. (1991). *Managing Brand Equity*. The Free Press.
- Chahal, H., & Kumari, N. (2011). Evaluating customer relationship dynamics in healthcare sector through indoor patients' judgement. *Management Research Review*, 34(6), 626–647.
- Ghozali, & Imam. (2008). *Structural Equation Modeling, Teori, Konsep dan Aplikasi dengan program LISREL 8.80*. Universitas Diponogoro.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis*. Pearson.
- Haryono, S. (2017). Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0. *Luxima Metro Media*, 450.
- Henny, S. (2017). Pengaruh Persepsi Pasien Tentang Mutu Pelayanan Terhadap Minat Kunjungan Ulang di Klinik Spog Rumah Sakit DR. Pirngadi Medan.
- Kalakota, R., & Robinson, M. (2004). *e-Business 2.0 Roadmap for Success*. Addison-Wesley.
- Komalasari, E. (2015). Peranan Customer Relationship Dalam Meningkatkan Loyalitas Nasabah di layanan kesehatan. *Siasat*, 9(2).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. PearsonEducation Limited.
- Lovelock, C. H., Widyantoro, A., Samosir, M., & Wright, L. K. (2007). *Principles of service marketing and management*.
- Lovelock, Christopher, Joachen wirtz, & Mussry, J. (2010). *Pemasaran Jasa : Manusia, Teknologi, Strategi* (P. Indonesia (ed.)). Erlangga.
- Nurwulan, E., Suharno, & Tinaprilla, N. (2015). Aplikasi Partial Least Square Dalam Pengujian Implikasi Jaringan Kerjasama Dan Inovasi Usaha Mikro Kecil Pengolahan Kedelai. *Informatika Pertanian*, Vol. 24 No, 205–214. <https://media.neliti.com/media/publications/69635-application-of-partial-least-square-to-a-c5041317.pdf>.
- Permana, M. A. (2018). Pengaruh Mutu Pelayanan Kesehatan Terhadap Minat Kunjungan Ulang Pasien ke Puskesmas Kota Medan.
- Prasetyo, I., & Tri Endang Yani. (2020). Strategi Meningkatkan Loyalitas Dengan Pelayanan Prima , Customer Relationship Management dan Kepuasan Pelanggan. 22(1), 45–53.
- Rehman, M., & Bilal Afsar. (2012). Relationship among Corporate Image, intangible service value, habit, customer loyalty. *Management&Marketing*, X(1).
- Roberts, M. Lou, Liu, R. R., & Hazard, K. (2005). Strategy, technology and organisational alignment: Key components of CRM success. *Journal of Database Marketing & Customer Strategy Management*, 12(4), 315–326. <https://doi.org/10.1057/palgrave.dbm.3240268>.
- Robinson, L., Neeley, S. E., & Williamson, K. (2011). Implementing service recovery through customer relationship management: Identifying the antecedents. *Journal of Services Marketing*, 25(2), 90–100. <https://doi.org/10.1108/08876041111119813>.
- Rostami, A. R., Valmohammadi, C., & Yousefpoor, J. (2014). The relationship between customer satisfaction and customer relationship management system; a case study of ghavamin bank. *Industrial and Commercial Training*, 46(4), 220–227. <https://doi.org/10.1108/ICT-10-2013-0067>.
- Santosa, E. (1998). *The Influences Of Service Quality, Image, And Satisfaction ZTo Customer Loyalty*. 1988, 1–20.
- Sheth, J. ., Banwari, & Mittal. (2004). *Customer behavior: a managerial perspective*. Thomson Learning.
- Suzanto, B. (2011). Umum Kota Banjar. *Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Pasien Pada Rumah Sakit Umum Kota Banjar*, 5(1), 26–28.
- Wilujeng, Rembulan, Andreas, & Tannady. (2019). No Title.
- Wold, H. (1982). *Soft modeling: the basic design and some extensions* (H.O.A).

