

DAFTAR PUSTAKA

- Alvarez, S. A., & Barney, J. B. (2013). Epistemology, opportunities, and entrepreneurship: Comments on Venkataraman et al. (2012) and Shane (2012). *Academy of Management Review*.
<https://doi.org/10.5465/amr.2012.0069>
- Amin, M., Isa, Z., & Fontaine, R. (2013). Islamic banks: Contrasting the drivers of customer satisfaction on image, trust, and loyalty of Muslim and non-Muslim customers in Malaysia. *International Journal of Bank Marketing*.
<https://doi.org/10.1108/02652321311298627>
- Asih, R. R. D., & Pratomo, L. A. (2018). Peran Mediasi E-Satisfaction Dan E-Trust Terhadap E-Loyalty. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(1), 125. <https://doi.org/10.25105/jmpj.v11i1.2537>
- BCC.com. (2018). Apa saja bukti pengaruh media sosial kehidupan Anda - BBC News Indonesia. Retrieved March 28, 2019, from 16 januari 2018 website:
<https://www.bbc.com/indonesia/vert-fut-42679432>
- Boateng, S. L. (2018). Online relationship marketing and customer loyalty: a signaling theory perspective. *International Journal of Bank Marketing*.
<https://doi.org/10.1108/IJBM-01-2018-0009>
- Brilio.net. (2019). 10 Media sosial ini paling banyak digunakan oleh orang Indonesia. Retrieved September 11, 2019, from 15 april 2019 website:
<https://www.brilio.net/creator/10-media-sosial-ini-paling-banyak-digunakan-oleh-orang-indonesia-e5e00f.html#>
- Brun, I., Durif, F., & Ricard, L. (2014). E-relationship marketing: a cognitive mapping introspection in the banking sector. *European Journal of Marketing*. <https://doi.org/10.1108/ejm-04-2012-0207>
- Choi, B., & La, S. (2013). The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery. *Journal of Services Marketing*.
<https://doi.org/10.1108/08876041311330717>

Coelho, P. S., & Henseler, J. (2012). Creating customer loyalty through service customization. *European Journal of Marketing*.

<https://doi.org/10.1108/03090561211202503>

Dagger, T. S., & O'Brien, T. K. (2010). Does experience matter?: Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*.

<https://doi.org/10.1108/03090561011062952>

Dream.co.id. (2015). Sudah Saatnya Perbankan Manfaatkan Media Sosial |

Dream.co.id. Retrieved March 28, 2019, from

<https://www.dream.co.id/dinar/saatnya-perbankan-manfaatkan-media-sosial-1504146.html>

Ghosh, P., Rai, A., & Sinha, A. (2014). Organizational justice and employee engagement. *Personnel Review*. <https://doi.org/10.1108/pr-08-2013-0148>

Ghozali, I. (2011). *Structural Equation Modelling Metode Alternatif dengan Partial least Square PLS*. Semarang: Universitas Diponegoro.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial Least Squares: The Better Approach to Structural Equation Modeling? *Long Range Planning*.

<https://doi.org/10.1016/j.lrp.2012.09.011>

Henseler, J. (2018). Partial least squares path modeling: Quo vadis? *Quality and Quantity*. <https://doi.org/10.1007/s11135-018-0689-6>

Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*.

<https://doi.org/10.1080/0267257X.2010.500132>

Izogo, E. E., Reza, A., Ogba, I. E., & Oraedu, C. (2017). Determinants of relationship quality and customer loyalty in retail banking: Evidence from Nigeria. *African Journal of Economic and Management Studies*.

<https://doi.org/10.1108/AJEMS-01-2016-0011>

Kandampully, J., Zhang, T. (Christina), & Bilgihan, A. (2015). Customer loyalty:

A review and future directions with a special focus on the hospitality

industry. *International Journal of Contemporary Hospitality Management*.
<https://doi.org/10.1108/IJCHM-03-2014-0151>

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*. <https://doi.org/10.1016/j.bushor.2011.01.005>

Kim, J., Park, J., & Glovinsky, P. L. (2018). Customer involvement, fashion consciousness, and loyalty for fast-fashion retailers. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-03-2017-0027>

Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*.
<https://doi.org/10.1016/j.tourman.2010.01.011>

Labrecque, L. I. (2014). Fostering consumer-brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2013.12.003>

Larsson, A., & Viitaoja, Y. (2017). Building customer loyalty in digital banking: A study of bank staff's perspectives on the challenges of digital CRM and loyalty. *International Journal of Bank Marketing*.
<https://doi.org/10.1108/IJBM-08-2016-0112>

Latan, H., & Ghozali, I. (2012). *Partial Least Squares Konsep, Teknik dan Aplikasi*. Semarang: Universitas Diponegoro.

Liu, Y., & Tang, X. (2018). The effects of online trust-building mechanisms on trust and repurchase intentions: An empirical study on eBay. *Information Technology and People*, 31(3), 666–687. <https://doi.org/10.1108/ITP-10-2016-0242>

Martínez, P., & Rodríguez del Bosque, I. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*.
<https://doi.org/10.1016/j.ijhm.2013.05.009>

Moreira, A. C., & Silva, P. M. (2015). The trust-commitment challenge in service quality-loyalty relationships. *International Journal of Health Care Quality Assurance*. <https://doi.org/10.1108/IJHCQA-02-2014-0017>

Ojk.go.id. (n.d.). Statistik BPR Konvensional. Retrieved September 28, 2019, from <https://www.ojk.go.id/id/kanal/perbankan/data-dan-statistik/Statistik-BPR-Konvensional/Default.aspx>

Parahoo, S. K. (2012). Credit where it is due: Drivers of loyalty to credit cards. *International Journal of Bank Marketing*. <https://doi.org/10.1108/02652321211195677>

Piyathanasan, B., Mathies, C., Patterson, P. G., & de Ruyter, K. (2018). Continued value creation in crowdsourcing from creative process engagement. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-02-2017-0044>

Ramaseshan, B., Rabbanee, F. K., & Hui, L. T. H. (2013). Effects of customer equity drivers on customer loyalty in B2B context. *Journal of Business and Industrial Marketing*. <https://doi.org/10.1108/08858621311313929>

Republika.co.id. (2011). Media Sosial di Industri Perbankan | Republika Online. Retrieved March 28, 2019, from <https://republika.co.id/berita/jurnalisme-warga/wacana/11/07/08/lo0rch-social-media-di-industri-perbankan>

Rönkkö, M. (2011). PLS Marker Variable Approach to Diagnosing and Controlling for Method Variance. *Thirty Second International Conference on Information Systems*.

Statista.com. (2019). • Global social media ranking 2019 | Statista. Retrieved September 11, 2019, from 6 september 2019 website: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Thakur, R. (2014). What keeps mobile banking customers loyal? *Marketing Intelligence and Planning*. <https://doi.org/10.1108/IJBM-07-2013-0062>

Thakur, R. (2016). Understanding Customer Engagement and Loyalty: A Case of

Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*.
<https://doi.org/10.1016/j.jretconser.2016.06.004>

Zhou, T., Li, H., & Liu, Y. (2010). The effect of flow experience on mobile SNS users' loyalty. *Industrial Management and Data Systems*.
<https://doi.org/10.1108/02635571011055126>