

## DAFTAR PUSTAKA

- Aulia, S. G. B. et al. (2018). Perilaku Konsumsi Fast Food Mahasiswa Fakultas Pertanian Universitas Syiah Kuala Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Pertanian Unsyiah*, 3(1), 130–139. Retrieved from <http://jim.unsyiah.ac.id/JFP/article/download/6472/4266>
- Bilgihan, A., Madanoglu, M., & Ricci, P. (2016). Service attributes as drivers of behavioral loyalty in casinos: The mediating effect of attitudinal loyalty. *Journal of Retailing and Consumer Services*, 31, 14–21. <https://doi.org/10.1016/j.jretconser.2016.03.001>
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1), 278–302. <https://doi.org/10.1108/IJBM-02-2018-0021>
- Chinomona, R. (2016). African Journal of Economic and Management Studies Article information : *African Journal of Economic and Management Studies*, VII(1). <https://doi.org/10.1108/AJEMS-06-2016-0088>
- Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185–1202. <https://doi.org/10.1108/IJCHM-11-2014-0601>
- Chua, B. L., Lee, S., & Han, H. (2017). Consequences of cruise line involvement: a comparison of first-time and repeat passengers. *International Journal of Contemporary Hospitality Management*, 29(6), 1658–1683. <https://doi.org/10.1108/IJCHM-09-2015-0452>
- Daulay, V. (2014). *Persepsi Konsumen Dalam Memilih Makanan Cepat Saji (Studi di Restoran Cepat Saji KFC Suprpto Kota Bengkulu)*. 1–46. Retrieved from <http://repository.unib.ac.id/9194/2/I,II,III,I-14-vir-FS.pdf%0Ahttp://repository.unib.ac.id/9194/1/IV%2CV%2CVI%2CLAMP%2CI-14-vir-FS.pdf>
- de Lanauze, G. S., & Aurier, P. (2012). Impacts of perceived brand relationship orientation on attitudinal loyalty: An application to strong brands in the packaged goods sector. *European Journal of Marketing*, 46(11), 1602–1627. <https://doi.org/10.1108/03090561211260004>
- Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100. <https://doi.org/10.1016/j.jretconser.2010.10.003>
- Giovanis, A. N., & Athanasopoulou, P. (2018a). Consumer-brand relationships and brand loyalty in technology-mediated services. *Journal of Retailing and Consumer Services*, 40(February 2016), 287–294. <https://doi.org/10.1016/j.jretconser.2017.03.003>
- Giovanis, A. N., & Athanasopoulou, P. (2018b). Consumer-brand relationships and brand loyalty in technology-mediated services. *Journal of Retailing and Consumer Services*, 40(February 2016), 287–294. <https://doi.org/10.1016/j.jretconser.2017.03.003>
- Hair, J. f, Black, W. C., Babin, B. J., & Arderson, R. E. (2014). Multivariate Data Analysis (MVDA). In *Pharmaceutical Quality by Design: A Practical Approach*. <https://doi.org/10.1002/9781118895238.ch8>
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators

- of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Hwang, J., & Han, H. (2014). Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry. *Tourism Management*, 40, 244–259. <https://doi.org/10.1016/j.tourman.2013.06.007>
- Hwang, J., Han, H., & Choo, S. W. (2015a). A strategy for the development of the private country club: focusing on brand prestige. *International Journal of Contemporary Hospitality Management*, 27(8), 1927–1948. <https://doi.org/10.1108/IJCHM-07-2014-0353>
- Hwang, J., Han, H., & Choo, S. W. (2015b). A strategy for the development of the private country club: focusing on brand prestige. *International Journal of Contemporary Hospitality Management*, 27(8), 1927–1948. <https://doi.org/10.1108/IJCHM-07-2014-0353>
- Izogo, E. E. (2015). Determinants of attitudinal loyalty in Nigerian telecom service sector: Does commitment play a mediating role? *Journal of Retailing and Consumer Services*, 23, 107–117. <https://doi.org/10.1016/j.jretconser.2014.12.010>
- Karimi, H., Sanayei, A., & Moshrefjavadi, M. (2012). The study and assessment of banking service quality in Isfahan Sepah bank through revised SERVPERF model. *Asian Journal of Business and Management Sciences*, 2(4), 9–22.
- Kharouf, H., Lund, D. J., & Sekhon, H. (2014). Building trust by signaling trustworthiness in service retail. *Journal of Services Marketing*, 28(5), 361–373. <https://doi.org/10.1108/JSM-01-2013-0005>
- Kim, S. H., Kim, M. S., & Lee, D. H. (2016). The effects of personality traits and congruity on customer satisfaction and brand loyalty: Evidence from coffee shop customers. In *Advances in Hospitality and Leisure* (Vol. 12). <https://doi.org/10.1108/S1745-354220160000012001>
- L. Keiningham, T., Cooil, B., Aksoy, L., C. Malthouse, E., & Lariviere, B. (2014). A longitudinal examination of customer commitment and loyalty. *Journal of Service Management*, 25(1), 75–100. <https://doi.org/10.1108/josm-01-2013-0025>
- Lariviere, B., Keiningham, T. L., Cooil, B., Aksoy, L., & Malthouse, E. C. (2014). A longitudinal examination of customer commitment and loyalty. *Journal of Service Management*, 25(1), 75–100. <https://doi.org/10.1108/JOSM-01-2013-0025>
- Ledikwe, A., Roberts-Lombard, M., & Klopper, H. B. (2018). The perceived influence of relationship quality on brand loyalty. *African Journal of Economic and Management Studies*. <https://doi.org/10.1108/ajems-04-2018-0113>
- Lee, S. P., & Moghavvemi, S. (2015). The dimension of service quality and its impact on customer satisfaction, trust, and loyalty: A case of Malaysian banks. *Asian Journal of Business and Accounting*, 8(2), 91–121.
- Liputan6.com. (2019). *Bisnis Waralaba Minuman di Indonesia Terus Dilirik Investor*. Retrieved from <https://m.liputan6.com/bisnis/read/4072874/bisnis-waralaba-minuman-di-indonesia-terus-dilirik-investor>
- Lu, J., & Xu, Y. (2015). Chinese young consumers' brand loyalty toward sportswear products: A perspective of self-congruity. *Journal of Product and Brand Management*, 24(4), 365–376. [Universitas Internasional Batam](https://doi.org/10.1108/JPBM-05-2014-</a></p>
</div>
<div data-bbox=)

0593

- Mackay, N., & Major, R. K. (2017). Predictors of customer loyalty in the South African retail banking industry. *Journal Of Contemporary Management*, 14, 1194–1224.
- Menidjel, Benhabib, B. (2017). *Journal of Product & Brand Management relationships*. (September 2014). <https://doi.org/10.1108/10610421211215517>
- Moghavvemi, S., Lee, S. P., Tunku, U., & Rahman, A. (2016). *The Dimension of Service Quality and Its Impact on Customer Satisfaction, Trust, and Loyalty: A Case of Malaysian Banks*. 8(January), 91–122. <https://doi.org/10.6084/m9.figshare.4052340>
- Moliner-Tena, M. A., Fandos-Roig, J. C., Estrada-Guillén, M., & Monferrer-Tirado, D. (2018). Younger and older trust in a crisis situation. *International Journal of Bank Marketing*, 36(3), 456–481. <https://doi.org/10.1108/IJBM-01-2017-0018>
- Mubarik, S., Chandran, V. G. R., & Devadason, E. S. (2016). Relational capital quality and client loyalty: firm-level evidence from pharmaceuticals, Pakistan. *Learning Organization*, 23(1), 43–60. <https://doi.org/10.1108/TLO-05-2015-0030>
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192. <https://doi.org/10.1108/JCM-11-2014-1221>
- Ndubisi, N. O., Khoo-Lattimore, C., Yang, L., & Capel, C. M. (2011). The antecedents of relationship quality in Malaysia and New Zealand. *International Journal of Quality and Reliability Management*, 28(2), 233–248. <https://doi.org/10.1108/026567111111101773>
- Nyadzayo, M. W., Matanda, M. J., & Rajaguru, R. (2018). The determinants of franchise brand loyalty in B2B markets: An emerging market perspective. *Journal of Business Research*, 86(September 2016), 435–445. <https://doi.org/10.1016/j.jbusres.2017.09.015>
- Ong, K. S., Nguyen, B., & Syed Alwi, S. F. (2017a). Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. *International Journal of Bank Marketing*, 35(3), 370–390. <https://doi.org/10.1108/IJBM-04-2016-0054>
- Ong, K. S., Nguyen, B., & Syed Alwi, S. F. (2017b). Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. *International Journal of Bank Marketing*, 35(3), 370–390. <https://doi.org/10.1108/IJBM-04-2016-0054>
- Parkinson, J., Russell-Bennett, R., & Previte, J. (2012). Mum or bub? Which influences breastfeeding loyalty. *Australasian Marketing Journal*, 20(1), 16–23. <https://doi.org/10.1016/j.ausmj.2011.10.010>
- Rabbanee, F.K., Ramaseshan, B. O. (2015). Does employee performance affect customer loyalty in pharmacy services? *Journal of Service Theory and Practice*, 25(6). <https://doi.org/http://dx.doi.org/10.1108/JSTP-06-2014-0126>
- Reydet, S., & Carsana, L. (2017a). The effect of digital design in retail banking on customers' commitment and loyalty: The mediating role of positive affect. *Journal of Retailing and Consumer Services*, 37(March), 132–138. <https://doi.org/10.1016/j.jretconser.2017.04.003>

- Reydet, S., & Carsana, L. (2017b). The effect of digital design in retail banking on customers' commitment and loyalty: The mediating role of positive affect. *Journal of Retailing and Consumer Services*, 37(April), 132–138. <https://doi.org/10.1016/j.jretconser.2017.04.003>
- Ruefenacht, M. (2018). The role of satisfaction and loyalty for insurers. *International Journal of Bank Marketing*, 36(6), 1034–1054. <https://doi.org/10.1108/IJBM-10-2016-0152>
- Susanty, A., Bakhtiar, A., Jie, F., & Muthi, M. (2017). The empirical model of trust, loyalty, and business performance of the dairy milk supply chain: A comparative study. *British Food Journal*, 119(12), 2765–2787. <https://doi.org/10.1108/BFJ-10-2016-0462>
- Terblanche, N. S. (2015). Customers' perceived benefits of a frequent-flyer program. *Journal of Travel and Tourism Marketing*, 32(3), 199–210. <https://doi.org/10.1080/10548408.2014.895694>
- Thaichon, P., Lobo, A., & Mitsis, A. (2014a). Achieving customer loyalty through service excellence in internet industry. *International Journal of Quality and Service Sciences*, 6(4), 274–289. <https://doi.org/10.1108/IJQSS-03-2014-0024>
- Thaichon, P., Lobo, A., & Mitsis, A. (2014b). An empirical model of home internet services quality in Thailand. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 190–210. <https://doi.org/10.1108/APJML-05-2013-0059>
- Tonder, E Van, & Beer, L. T. De. (2017). Trust and citizenship behaviours : an initial investigation. *Journal of Contemporary Management*, 14(1), 1118–1142. Retrieved from <http://journals.co.za/content/journal/10520/EJC-b03387155>
- Tonder, Estelle Van. (2016). Trust and commitment as mediators of the relationship between quality advice and customer loyalty. *Journal of Applied Business Research*, 32(1), 289–302. <https://doi.org/10.19030/jabr.v32i1.9538>
- Utomo, W. P. (2019). Indonesia Millennial Report. *IDN Research Institute*, 01, 61. Retrieved from <https://www.idntimes.com/indonesiamillennialreport2019>
- Yao, T., Qiu, Q., & Wei, Y. (2019). Retaining hotel employees as internal customers: Effect of organizational commitment on attitudinal and behavioral loyalty of employees. *International Journal of Hospitality Management*, 76(March 2018), 1–8. <https://doi.org/10.1016/j.ijhm.2018.03.018>
- Zengin, H. (2016). *The Relationship between Brand Trust , Brand Affect , Attitudinal Loyalty and The Relationship between Brand Trust , Brand Affect , Attitudinal Loyalty and Behavioral Loyalty : A Field Study towards Sports Shoe Consumers in Turkey*. (November). <https://doi.org/10.5539/ijms.v5n2p111>



**Universitas Internasional Batam**