

## DAFTAR PUSTAKA

- Abdullah, D., Hamir, N., Nor, N. M., Jayaraman, K., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226. <https://doi.org/10.6007/IJARBS/v8-i17/5226>
- Afridi, S. A., & Khan, A. (2016). *MEASUREMENT OF SERVICE QUALITY GAP IN THE SELECTED PRIVATE UNIVERSITIES / INSTITUTES OF PESHAWAR USING SERVQUAL MODEL*. 06(01), 61–69.
- Al-msallam, S. (2015). *Customer Satisfaction and Brand Loyalty in the Hotel Industry*. (October).
- Ali, L., Yee, W., Imm, N., & Akhtar, M. (2018). Price fairness, guest emotions, satisfaction, and behavioral intentions in peer to peer accommodation sector. *Journal of Global Business Insights*, 3(2), 41–51. <https://doi.org/10.5038/2640-6489.3.2.1035>
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261–272.
- Ariyanti, M. and Bettega, M. (2016). *The 7 th Smart Collaboration for Business in Technology and Information Industries The Impact of Brand Equity on Brand Preference and Purchase Intention of IndiHome Product*. (2), 160–165.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). Laporan Survei Internet APJII 2019 – 2020. *Asosiasi Penyelenggara Jasa Internet Indonesia, 2020*, 1–146. Retrieved from <https://apjii.or.id/survei>
- Budianto, A. (2019). Customer Loyalty: Quality of Service. *Journal of*

*Management Review*, 3(1), 299. <https://doi.org/10.25157/jmr.v3i1.1808>

Chang, H. H., & Chen, S. W. (2008). The impact of customer interface quality, satisfaction and switching costs on e-loyalty: Internet experience as a moderator. *Computers in Human Behavior*, 24(6), 2927–2944. <https://doi.org/10.1016/j.chb.2008.04.014>

Dhasan, D., & Aryupong, M. (2019). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty. *ABAC Journal*, 39(2), 82–102.

El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(xxxx), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>

Farizan, N., Rohman, F., & Hussein, A. S. (2019). THE EFFECT OF BRAND IDENTITY, BRAND IMAGE, AND PERCEIVED VALUE ON LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATION VARIABLE FOR COSTUMER FRESH JUICE BINTARO. *Jurnal Aplikasi Manajemen*, 17(1), 127–132.

Fernando, W. B. J. A. J., Shukri, Mohd Yajid, A., Khatibi, A., & Azam, S. M. F. (2018). European Journal of Management and Marketing Studies MODERATING EFFECT OF COUNTRY OF RESIDENCE TOWARDS CUSTOMER SATISFACTION AMONG. *European Journal of Management and Marketing Studies*, 3(2), 95–108. <https://doi.org/10.5281/zenodo.1297662>

Ganatra, V., Teoh, K. B., Sopian, N. B., Kee, D. M. H., Ud, N. A. M., Zulkepli, N. D., ... Jaiswar, K. (2021). Contributing Factors to Customer Loyalty in Fast-Food Restaurants: A Study of KFC. *Advances in Global Economics and Business Journal*, 2(2), 33–45.

Ghozali, I. (2011). Model Persamaan Struktural Konsep Aplikasi Dengan Program

AMOS 22.0. Semarang: Penerbit Universitas Diponegoro.

- Guerra, A. L., Gidel, T., & Vezzetti, E. (2016). Toward a common procedure using likert and likert-type scales in small groups comparative design observations. *Proceedings of International Design Conference, DESIGN, DS 84*, 23–32.
- 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.
- Hammoud, J., Bizri, R. M., & El Baba, I. (2018). The Impact of E-Banking Service Quality on Customer Satisfaction: Evidence From the Lebanese Banking Sector. *SAGE Open*, 8(3).  
<https://doi.org/10.1177/2158244018790633>
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31–40.  
<https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Hasudungan, T., & Prasetyo, A. (2019). ANALYSIS OF FACTORS THAT INFLUENCE BEHAVIOR USING. *Asian Jurnal of Management Sciences & Education*, 8(January), 83–94.
- Hutama, K. Y., & Ekawati, N. W. (2020). The Influence of Price Fairness and Corporate Image on Customer Loyalty towards Trust. *American Journal of Humanities and Social Sciences Research*, 4(8), 209–214.
- Indriani, A. R. (2016). *PENGARUH EXPERIENTIAL MARKETING TERHADAP KEPUASAN DAN LOYALITAS PENGUNJUNG ( Studi Pada Jawa Timur Park 2 Kota Batu )*. 37(2), 113–120.
- investor.id. (2020). Peningkatan Pelanggan dan Indihome sebagai Mesin Baru Pertumbuhan Telkom. Retrieved July 14, 2021, from investor.id website:  
<https://investor.id/market-and-corporate/peningkatan-pelanggan-dan->

indihome-sebagai-mesin-baru-pertumbuhan-telkom

- Ismail, A., & Yunan, Y. S. M. (2015). Service Quality As a Predictor of Customer Satisfaction and Customer Loyalty. *LogForum*, 12(4), 269–283. <https://doi.org/10.17270/J.LOG.2016.4.7>
- Joudeh, J. M. M., & Dandis, A. O. (2018). Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers. *International Journal of Business and Management*, 13(8), 108. <https://doi.org/10.5539/ijbm.v13n8p108>
- Kalem, M. Y., & Kocoglu, C. M. (2020). Research on the impact of perceived service fairness and price fairness on the complaining behaviour of restaurant customers. *Pressacademia*, 9(1), 1–11. <https://doi.org/10.17261/pressacademia.2020.1188>
- Karmeita, G., Atmaja, K., Nyoman, N., & Yasa, K. (2020). The Role of Customer Satisfaction in Mediating the Influence of Brand Personality and Service Quality on the Loyalty of Beachwalk Shopping Center Customers. *European Journal of Business and Management*. <https://doi.org/10.7176/ejbm/12-20-11>
- Keller, K. L., & Kotler, P. (2012). *Dirección de marketing*.
- Kocoglu, C. M., & Kalem, M. Y. (2020). Research on the impact of perceived service fairness and price fairness on the complaining behaviour of restaurant customers. *Journal of Business Economics and Finance*, 9(1), 1–11.
- kominfo.go.id. (2020). Survei Penetrasi Pengguna Internet di Indonesia Bagian Penting dari Transformasi Digital. Retrieved July 13, 2021, from kominfo.go.id website: [https://kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita\\_satker](https://kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita_satker)
- Kompas.id. (2021). Jumlah Pengaduan Terkait Jaringan Internet dan Telekomunikasi Meningkat. Retrieved August 26, 2021, from

www.kompas.id

website:

/www.kompas.id/baca/metro/2021/04/01/pengaduan-layanan-telekomunikasi-masih-tinggi

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50(March), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>

Kresnamurti, A., Rivai, P., Rizan, M., & Wibowo, A. (2020). The Effect of Service Quality and Servicescape on Behavioural Intention Intervening with Customer Satisfaction. *International Journal of Innovation, Creativity and Change*, 12(12), 244–261.

Lee, W. O., & Wong, L. S. (2016). Determinants of Mobile Commerce Customer Loyalty in Malaysia. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 60–67. <https://doi.org/10.1016/j.sbspro.2016.05.400>

Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>

Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service quality and customer satisfaction: Qualitative research implications for luxury hotels. *International Journal of Culture, Tourism, and Hospitality Research*, 9(2), 168–182. <https://doi.org/10.1108/IJCTHR-10-2014-0087>

Mahsyar, S., & Surapati, U. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.

Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in

Zimbabwe. *International Journal of Bank Marketing*, 35(3), 540–556.  
<https://doi.org/10.1108/IJBM-11-2016-0164>

Masa'deh, R., Hayat, H. K., & Al-Dmour, H. (2019). The impact of customer relationship management on customer loyalty via the mediating role of customer satisfaction: An empirical study on private kuwaiti fitness gyms. *IBIMA Business Review*, Vol. 2019. <https://doi.org/10.5171/2019.815930>

Minh, N. V., & Huu, N. H. (2016). *The Relationship between Service Quality , Customer Satisfaction and Customer Loyalty : An Investigation in Vietnamese Retail Banking Sector*. 8(2), 103–116.  
<https://doi.org/10.7441/joc.2016.02.08>

Moura e Sá, P., & Cunha, P. (2019). Drivers of customer satisfaction and loyalty in swimming pools. *The TQM Journal*, 31(3), 436–450.  
<https://doi.org/10.1108/TQM-09-2018-0127>

Nainggolan, H. (2020). *and Service Promotion on Customer Satisfaction*. 1(2), 113–124.

Neupane, R., & Devkota, M. (2017). Evaluation of the Impacts of Service Quality Dimensions on Patient/Customer Satisfaction: A Study of Private Hospitals in Nepal. *International Journal of Social Sciences and Management*, 4(3), 165–176. <https://doi.org/10.3126/ijssm.v4i3.17520>

Nunan, D., Malhotra, N. K., & Birks, D. F. (2020). *Marketing Research: Applied Insight*. Pearson UK.

Nuridin, S. (2018). Effect of service quality and quality of products to customer loyalty with customer satisfaction as intervening variable in PT. nano coating Indonesia. *International Journal of Business and Applied Social Science*, 4(1), 19–31.

Opata, C. N., Xiao, W., Nusenu, A. A., Tetteh, S., & Asante Boadi, E. (2019). The impact of value co-creation on satisfaction and loyalty: the moderating effect

of price fairness (empirical study of automobile customers in Ghana). *Total Quality Management and Business Excellence*, 0(0), 1–15. <https://doi.org/10.1080/14783363.2019.1684189>

Othman, B., Harun, A., Taha, M. Y., Aref, K. F., & Sadq, Z. M. (2020). the Relationship Between Umrah Service Quality Dimensions and Umrah Customer Loyalty: a Study on the Umrah Travelling the Relationship Between Umrah Service Quality Dimensions and Umrah Customer Loyalty: a Study on the Umrah Travelling Industry in Malay. *Journal of Critical Reviews*, 7(13), 2131–2142. <https://doi.org/10.31838/jcr.07.13.335>

Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability (Switzerland)*, 11(4), 1–24. <https://doi.org/10.3390/su11041113>

Pedoman penulisan skripsi Fakultas Ekonomi Universitas Negeri Jakarta (UNJ) 2020

Putera, J. M. Z. (2016). *The Influence of Consumer Perception on Purchase Intention of Using*. 4(1), 1381–1391.

Radzi, S. M., Zahari, M. S. M., Muhammad, R., Aziz, A. A., & Ahmad, N. A. (2011). The effect of factors influencing the perception of price fairness towards customer response behaviors. *Journal of Global Management*, 2(1), 22–38.

Rothenberger, S. (2015). Fairness through Transparency: The Influence of Price Transparency on Consumer Perceptions of Price Fairness. *Solvay Brussels School Economic & Management*, 32(May 2015), 0–37.

Sanusi, A. (2011). *Metodologi penelitian bisnis*. Jakarta: Salemba Empat.

Sarwono, J. (2011). Get to know the path of Analysis: History, Understanding, and Application, Scientific Journal of Business Management. *Jurnal Ilmiah*

*Manajemen Bisnis*, 11(2), 285–296.

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>

Shrestha, S. K. (2021). Factors of Car Buying In Urban Market. *Www.Ijbmm.Com International Journal of Business Marketing and Management*, 6, 2456–4559. Retrieved from [www.ijbmm.com](http://www.ijbmm.com)

Silalahi, U. (2015). Metode Penelitian Sosial Kuantitatif. *Journal of Visual Languages & Computing*, 11(3), 287–301.

Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26–37.

Sugiyono. (2018). Metode penelitian kuantitatif, kualitatif dan R & D/Sugiyono. *Bandung: Alfabeta*, 15(2010).

Suhartanto, D., Ali, M. H., Tan, K. H., & Sjahroeddin, F. (2018). Loyalty toward online food delivery service : the role of e-service quality and food quality. *Journal of Foodservice Business Research*, 00(00), 1–17. <https://doi.org/10.1080/15378020.2018.1546076>

Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency. *Jurnal Ekonomi & Bisnis JAGADITHA*, 7(1), 46–52. <https://doi.org/10.22225/jj.7.1.1626.46-52>

Techinasia. (2020). Provider Internet Kabel di Indonesia dan Tip Memilih yang Tepat. Retrieved July 14, 2021, from [id.techinasia](http://id.techinasia) website: <https://id.techinasia.com/ini-lah-4-provider-internet-broadband-di-indonesia>

- Telkom.id. (2020). Tentang Telkomgroup. Retrieved July 14, 2021, from telkom.co.id website: [https://www.telkom.co.id/sites/about-telkom/id\\_ID/page/profil-dan-riwayat-singkat](https://www.telkom.co.id/sites/about-telkom/id_ID/page/profil-dan-riwayat-singkat)
- Tuan, N. M. (2021). Service Quality, Customer Experience and Commitment Affecting Customer Satisfaction in Vietnamese Hotel Industry. *International Journal of Multidisciplinary Research and Analysis*, 04(01), 68–75. <https://doi.org/10.47191/ijmra/v4-i1-11>
- Vasić, N., Kilbarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 70–89.
- Wu, C. C., Liao, S. H., Chen, Y. J., & Hsu, W. L. (2011). Service quality, brand image and price fairness impact on the customer satisfaction and loyalty. *IEEE International Conference on Industrial Engineering and Engineering Management*, 1160–1164. <https://doi.org/10.1109/IEEM.2011.6118097>
- Wu, M., & Tseng, L. (2014). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1), 104–115. <https://doi.org/10.5539/ijbm.v10n1p104>
- Yaqub, R. M. S., Halim, F., & Shehzad, A. (2019). Effect of service quality, price fairness, justice with service recovery and relational bonds on customer loyalty: Mediating role of customer satisfaction. *Pakistan Journal of Commerce and Social Science*, 13(1), 62–94.
- Zena, P. A., & Hadisumarto, A. D. (2013). The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty. *ASEAN Marketing Journal*, 4(1), 37–46. <https://doi.org/10.21002/amj.v4i1.2030>
- Zietsman, M. L., Mostert, P., & Svensson, G. (2018). Perceived price and service quality as mediators between price fairness and perceived value in business

banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*.