

DAFTAR PUSTAKA

- Abadi, R. R., Nursyamsi, I., & Syamsuddin, A. R. (2020). Effect of customer value and experiential marketing to customer loyalty with customer satisfaction as intervening variable: Case study on gojek makassar consumers. *The Asian Journal of Technology Management*, 13(1), 82–97.
- Adnan, M., Khan, A. U., & Hayee, R. (2021). Integrated marketing communication and customer satisfaction as a function of customer loyalty with the moderating role of product innovation moderation. *Sustainable Business and Society in Emerging Economies*, 3(2), 133–148.
- Aisah, S., Vikaliana, R., & Nasim, E. S. (2021). The effect of customer trust and service quality on online transportation consumer satisfaction on stiami institute students. *Kontigensi: Jurnal Ilmiah Manajemen*, 9(2), 551–515.
- Aityassine, F. L. Y. (2022). Customer satisfaction, customer delight, customer retention and customer loyalty: Borderlines and insights. *Uncertain Supply Chain Management*, 10(3), 895–904. <https://doi.org/10.5267/j.uscm.2022.3.005>
- Almomani, H. Q. (2019). Relationship quality as predictor of B2B customer loyalty in the pharmaceutical sector: Evidence from Jordan. *Journal of Relationship Marketing*, 18(2), 108–123.
- Amanda, G. (2021, November 22). Snapcart: GrabFood Aplikasi Pesan-Antar Paling Diminati. *Republika.Co.Id*. <https://republika.co.id/amp/r2ykql423>
- Andriani, W., & Batu, R. L. (2022). Pengaruh kepercayaan konsumen dan kualitas pelayanan terhadap loyalitas konsumen menggunakan jasa transportasi online gojek pada masa pandemi Covid-19: Studi kasus pada penggunaan Go-Jek di Kabupaten Karawang. *E-Jurnal Apresiasi Ekonom*, 10(2), 172–180.
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2021). Toward the e-loyalty of digital library users: Investigating the role of e-service quality and e-trust in digital economy. *Library Hi Tech*. <https://doi.org/10.1108/LHT-07-2020-0165>
- Antara. (2021). Promosi dan diskon jadi andalan untuk berbisnis kuliner secara daring. *Antara News*. <https://m.antaranews.com/amp/berita/2073594/promosi-dan-diskon-jadi-andalan-untuk-berbisnis-kuliner-secara-daring>
- Arrosadi, A. H., Verawati, D. M., & Novitaningtyas, I. (2022). Pengaruh kualitas pelayanan, kepercayaan dan kepuasan konsumen terhadap loyalitas pelanggan : Studi kasus pada pelanggan jasa titip Monera. *Manager : Jurnal Ilmu Manajemen*, 5(3), 314–328.
- Aslam, W., Tariq, A., & Arif, I. (2019). The effect of ATM service quality on customer satisfaction and customer loyalty: an empirical analysis. *Global Business Review*, 20(5), 1155–1178. <https://doi.org/10.1177/0972150919846965>
- Ates, V. (2021). The affective domain of e-commerce. In *Research anthology on e-commerce adoption, models, and applications for modern business* (p. 23). IGI Global.
- Aulia, D. D. (2021). 3 Cara unik GoFood agar pelanggan tetap kenyang, tertarik coba? *DetikInet*. <https://inet.detik.com/cyberlife/d-5888832/3-cara-unik-gofood-agar-pelanggan-tetap-kenyang-tertarik-coba/amp>

- Aulia, D. D. (2022). Riset: Tren layanan pesan-antar makanan meningkat, GoFood jadi nomor 1. *DetikFood*. <https://food.detik.com/berita-boga/d-6130873/riset-tren-layanan-pesan-antar-makanan-meningkat-gofood-jadi-nomor-1/amp>
- Bahri, S., & Zamzam, F. (2021). *Model penelitian kuantitatif berbasis Sem-Amos: Evaluasi dan interpretasi*. Deepublish.
- Bayu, D. C. (2018). Pengaruh kualitas pelayanan dan promosi penjualan jasa Grabcar terhadap kepuasan pelanggan (Studi kasus pada wisatawan di Yogyakarta). *Perspektif*, 16(1), 1–6.
- Burhan, F. A. (2022). *Riset: Layanan pesan-antar makanan kian diminati, GoFood rajai pasar*. Katadata.Co.Id. <https://katadata.co.id/amp/ameidyonasution/digital/62ab24bd2d4a5/riset-layanan-pesan-antar-makanan-kian-diminati-gofood-rajai-pasar>
- Cahya, P. (2019). Millennials kecanduan pesan antar makanan, hemat waktu atau malas? *IDN Times*. <https://www.idntimes.com/food/dining-guide/putriana-cahya/millennials-kecanduan-pesan-antar-makanan-hemat-waktu-atau-malas/4>
- Carranza, R., Díaz, E., & Martín-Consuegra, D. (2018). The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology*, 9(3), 380–396. <https://doi.org/10.1108/JHTT-09-2017-0104>
- Choi, D., Chung, C. Y., & Young, J. (2019). Sustainable online shopping logistics for customer satisfaction and repeat purchasing behavior: Evidence from China. *Sustainability*, 1–20. <https://doi.org/10.3390/su11205626>
- Chotigo, J., & Kadono, Y. (2021). Comparative analysis of key factors encouraging food delivery app adoption before and during the Covid-19 Pandemic in Thailand. *Sustainability*, 13(8), 1–25. <https://doi.org/10.3390/su13084088>
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021>
- Dash, D. P., Sethi, N., & Dash, A. K. (2021). Infectious disease, human capital, and the BRICS economy in the time of Covid-19. *MethodsX*, 8. <https://doi.org/10.1016/j.mex.2020.101202>
- Dewi, L. K. C., Wardana, I. M., Yasa, N. N. K., & Sukaatmadja, I. P. G. (2021). *Entrepreneurial marketing, customer relationship marketing, inovasi produk, dan daya saing UKM: Konsep dan aplikasi dalam penelitian* (R. R. Rerung (ed.)). Media Sains Indonesia.
- Djaali. (2020). *Metode Penelitian Kuantitatif* (B. S. Fatmawati (ed.)). Bumi Aksara.
- Dsouza, D., & Sharma, D. (2020). Online food delivery portals during COVID-19 times: An analysis of changing consumer behavior and expectations. *International Journal of Innovation Science*, 13(2), 218–232.
- Duli, N. (2019). *Metodologi penelitian kuantitatif: Beberapa konsep dasar untuk penulisan skripsi & analisis data dengan SPSS*. Deepublish.
- Erwin, Tahawa, T. H. B., Suciati, & Khaldun, R. I. (2021). Pengaruh intervensi pemerintah indonesia melalui Peraturan Menteri Perhubungan Nomor PM

- 12/2019 terhadap kepuasan dan loyalitas konsumen. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 18(1), 46–56. <https://doi.org/10.26487/jbmi.v18i1.13575>
- Etikan, I., & Babatope, O. (2019). A basic approach in sampling methodology and sample size calculation. *MedLife Clinics*, 1(2), 50–54.
- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran jasa: (Strategi, mengukur kepuasan dan loyalitas pelanggan)*. Deepublish.
- Febriani, N. M. A., & Ardani, I. G. A. K. S. (2021). The influence of customer experience, ease of use, and trust on repurchase intention: Case study of Tokopedia consumers in Denpasar. *American Journal of Humanities and Social Sciences Research*, 5(2), 378–383.
- Firdausy, C. M., & Fernanda, M. (2021). The effects of sales promotion, attractiveness of internet advertising, and website quality on impulse buying of consumers of Tokopedia in Indonesia. *International Journal of Management and Enterprise Development*, 20(1), 34–48. <https://doi.org/10.1504/IJMED.2021.113641>
- Firmansyah, M. A. (2018). *Perilaku konsumen: Sikap dan pemasaran*. Deepublish.
- Giantari, I. G. A. K. (2021). *Niat beli via online: Berbasis pengalaman, kepercayaan, dan persepsi kontrol perilaku*. Media Sains Indonesia.
- Gojek. (2022). *GoFood*. Gojek.Com. https://www.gojek.com/gofood/?c=FOOD_Merchant_c6cf0ed6-707f-40b6-9be5-bb436ee1856e_Madame_Chang&is_retargeting=true#!
- Gunawan, H., & Yusuf, M. (2021). Stakeholder analysis to increase community participation in strengthening rural government (Case study: Usto Village, Mare Subdistrict, Bone Regency). *Open Access Research Journal of Multidisciplinary Studies*, 2(1), 63–70.
- Hadita, & Adiguna, D. (2019). The effect of location and the promotion mix on visitors' interest: The case of Muara Beting beach and the forest of Mangrove Muara Gembong Bekasi. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–13.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*. Cengage Learning.
- Haning, M. T., Hasniati, & H Talihi, M. (2021). *Publik trust: Dalam pelayanan organisasi publik, konsep, mediasi, dan strategi*. UPT Unhas Press.
- Hayati, S., Suroso, A., Suliyanto, & Kaukab, M. E. (2020). Customer satisfaction as a mediation between micro banking image, customer relationship and customer loyalty. *Management Science Letters*, 10, 2561–2570. <https://doi.org/10.5267/j.msl.2020.3.039>
- Hengky, Wijaya, M., Wijaya, T. W., Irene, & Hendry. (2020). The influence of sales promotion, product quality and customer satisfaction on customer loyalty at PT. Salim Jaya Medan: A case study of frozen food Distribution. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(4), 2880–2892. <https://doi.org/10.33258/birci.v3i4.1307>
- Hidayati, A., Sifatu, W. O., Maddinsyah, A., Sunarsi, D., & Jasmani. (2021). *Loyalitas kepuasan konsumen: Tinjauan teoritik*. Cipta Media Nusantara.
- Hung, S. W., Cheng, M. J., & Chiu, P. C. (2019). Do antecedents of trust and

- satisfaction promote consumer loyalty in physical and virtual stores? A multi-channel view. *Service Business*, 13(1), 1–23. <https://doi.org/10.1007/s11628-018-0364-y>
- Hutabarat, D. (2020). Oknum driver Gojek diduga tipu pemesan Go Food hingga Rp 9 juta. *Liputan6.Com*. <https://m.liputan6.com/news/read/4153892/oknum-driver-gojek-diduga-tipu-pemesan-go-food-hingga-rp-9-juta?page=2>
- Hutabarat, W. M. S., & Prabawani, B. (2020). Pengaruh experiential marketing dan sales promotion terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening pada pelanggan Go-Ride Semarang. *Jurnal Ilmu Administrasi Bisnis*, 9(2), 12–22.
- Imtiaz, M. N., & Islam, M. K. Ben. (2020). Identifying significance of product features on customer satisfaction recognizing public sentiment polarity: Analysis of smart phone industry using machine-learning approaches. *Sustainability*, 34(11), 832–848. <https://doi.org/10.1080/08839514.2020.1787676>
- Indrasari, M. (2019). *Pemasaran dan kepuasan pelanggan*. Unitomo Press.
- Indriyani, S., & Sa'adah, L. (2021). *Penerapan strategi customer relationship managemen pada CV. Zam-Zam* (Lailatus (ed.)). Lembaga Penelitian dan Pengabdian kepada Masyarakat Universitas KH. A. Wahab Hasbullah.
- Jayani, D. H. (2021). *Indonesia pasar terbesar layanan pesan-antar makanan daring di Asia Tenggara*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/01/22/indonesia-pasar-terbesar-layanan-pesan-antar-makanan-daring-di-asia-tenggara>
- Kasinem. (2020). Pengaruh kepercayaan dan kualitas pelayanan terhadap kepuasan konsumen pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329–339.
- Keni, K., & Wilson, N. (2021). The role of consumers' perceived risk and sales promotion towards consumers' intention to visit in the fast-food restaurant sector during the current COVID-19 Pandemic. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 10–17.
- Khan, M. A., AmnaTanveer, & SohaibZubair, S. (2019). Impact of sales promotion on consumer buying behavior: a case of modern trade, Pakistan. *Governance and Management Review (GMR)*, 4(1), 38–53.
- Khudhair, H. Y., Jusoh, A., Mardani, A., & Nor, K. M. (2019). Quality seekers as moderating effects between service quality and customer satisfaction in airline industry. *International Review of Management and Marketing*, 9(4), 74–79. <https://doi.org/10.32479/irmm.8144>
- Kim, G.-S. (2020). The effect of quality management and big data management on customer ssatisfaction in Korea's public sector. *Sustainability*, 12(13), 1–13. <https://doi.org/10.3390/su12135474>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors influencing purchase intention in affecting purchase decision: A study of e-commerce customer in greater Jakarta. *Bisnis & Birokrasi: Jurnal Ilmu Administrasi Dan Organisasi*, 28(1), 1–12. <https://doi.org/10.20476/jbb.v28i1.1290>
- Kotler, P., Armstrong, G., & Harris, L. C. (2020). *Principles of marketing* (8th ed.).

Pearson.

- Kurzahs, K. (2021). *Resource recombination in firms from a dynamic capability perspective*. Springer Gabler.
- Lamb, C. W., Hair, J. F., McDaniel, C., Summers, J., & Gardiner, M. (2018). *MKTG4*. Cengage Learning Australia.
- Lestariningsih, T. (2021). Analysis of service quality and trust on customer satisfaction of ojek online in Banyuwangi. *Jurnal Manajemen Teori Dan Terapan*, 14(3), 323. <https://doi.org/10.20473/jmtt.v14i3.30033>
- Mahsyar, S., Suharno, S., & Abidin, Z. (2020). Effect of customer trust and company image on customer satisfaction and customer loyalty in Indonesia classification bureau in Samarinda. *International Journal of Economics, Business and Accounting Research*, 4(3), 27–39.
- Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty. *International Journal of Bank Marketing*, 35(3), 540–556. <https://doi.org/10.1108/ijbm-11-2016-0164>
- Marjuki, I. (2018). Pengaruh komunikasi pemasaran yang terpadu terhadap kepuasan dan loyalitas nasabah pada tabungan siaga PT Bank Bukopin Cabang Pekanbaru. *MENARA Ilmu*, 12(80), 67–75. <https://jurnal.umsb.ac.id/index.php/menarailmu/article/view/644/577>
- Mathy, T. A., & Ponramu, P. (2021). Consumer perception of free sample sales promotion tools towards FMCG products. *IJARCMF: International Journal of Advanced Research in Commerce Management and Finance*, 1(1), 80–89.
- Mawey, T. C., Tumbel, A. L., & Ogi, I. W. J. (2018). Pengaruh kepercayaan Dan kualitas layanan terhadap kepuasan nasabah Pt Bank Sulutgo. *Jurnal EMBA*, 6(3), 1198–1207.
- Meida, F., Astuti, M., & Nastiti, H. (2022). Pengaruh kualitas pelayanan dan kepercayaan terhadap kepuasan pelanggan e-commerce sociolla di era Pandemic. *Jurnal IKRAITH-EKONOMIKA*, 5(2), 157–166.
- Meitiana, M., & Sembhodo, A. T. (2022). Do e-services and promotion affect customer loyalty? *Jurnal Inovasi Ekonomi*, 7(1), 13–24. <https://doi.org/10.22219/jiko.v7i01.19920>
- Minta, Y. (2018). Link between satisfaction and customer loyalty in the insurance industry: Moderating effect of trust and commitment. *Journal of Marketing Management*, 6(2), 25–33.
- Mohd-Any, A. A., Mutum, D. S., Ghazali, E. M., & Mohamed-Zulkifli, L. (2019). To fly or not to fly? An empirical study of trust, post-recovery satisfaction and loyalty of Malaysia Airlines passengers. *Journal of Service Theory and Practice*, 29(5/6), 661–690. <https://doi.org/10.1108/JSTP-10-2018-0223>
- Moradzadeh, R., Nazari, J., Shamsi, M., & Amini, S. (2020). Knowledge, attitudes, and practices toward coronavirus disease 2019 in the central area of Iran: A population-based study. *Frontiers in Public Health*.
- Muharam, H., Chaniago, H., Endraria, & Harun, A. Bin. (2021). E-service quality, customer trust and satisfaction: Market place consumer loyalty analysis. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(2), 237–254. <https://doi.org/10.24252/minds.v8i2.23224>
- Nguyen, H. T., Nguyen, H., Nguyen, N. D., & Phan, A. C. (2018). Determinants of

- customer satisfaction and loyalty in Vietnamese life-insurance setting. *Sustainability*, 10(4), 1–16. <https://doi.org/10.3390/su10041151>
- Nuralam, I. P. (2017). *Etika pemasar dan kepuasan konsumen dalam pemasaran Perbankan Syariah*. Universitas Brawijaya Press.
- Nwoko, E. G., Eze, P., & Maduka, C. O. (2021). Effect of internal marketing on customer satisfaction with telecommunication companies in Anambra State. *International Journal of Innovative Development and Policy Studies*, 9(2), 87–96.
- Ogunmuyiwa, M. S. (2022). The influence of publicity and sales promotion on marketing performance in Nigeria. *Athens Journal of Business & Economics*, 8(1), 65–78. <https://doi.org/10.30958/ajbe.8-1-4>
- Oluwafemi, O. J., & Adebisi, S. O. (2018). Customer loyalty and integrated marketing communications among subscribers of telecommunication firms in Lagos Metropolis, Nigeria. *Journal of Competitiveness*, 10(3), 101–118. <https://doi.org/10.7441/joc.2018.03.07>
- Padmasari, D., & Widyastuti. (2022). Pengaruh fashion involvement, shopping lifestyle dan sales promotion terhadap impulse buying pada pengguna e-commerce. *Jurnal Ilmu Manajemen*, 10(1), 123–135.
- Paksi, Y. R., & Indarwati, T. A. (2021). Peran sales promotion dan brand equity dalam memengaruhi re-purchase intention produk fashion di marketplace. *Jurnal Ilmu Manajemen*, 9(4), 1582–1591. <https://doi.org/10.26740/jim.v9n4.p1582-1591>
- Pamekas, M. (2021). *Pelayanan prima* (Andriyanto (ed.)). Lakeisha.
- Pasharibu, Y., Paramita, E. L., & Febrianto, S. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *Jurnal Ekonomi Dan Bisnis*, 21(2), 240–264. <https://doi.org/10.24914/jeb.v21i2.1965>
- Permana, A. (2021). *Pelayanan atas masalah di Gojek tidak profesional*. *Mediakonsumen.Com*. <https://mediakonsumen.com/2021/11/14/surat-pembaca/pelayanan-atas-masalah-di-gojek-tidak-profesional/amp>
- Prabowo, A. J., & Sitio, A. (2020). The impact of brand image, sales promotion, service quality towards customer satisfaction and its implications on customer loyalty at X Department Store Kota Kasablanka Jakarta. *Dinasti International Journal of Education Management And Social Science*, 2(2), 267–278. <https://doi.org/10.31933/dijemss.v2i2.656>
- Prasilowati, S. L., Suyanto, S., Safitri, J., & Wardani, M. K. (2021). The impact of service quality on customer satisfaction: The role of price. *Journal of Asian Finance, Economics and Business*, 8(1), 451–455. <https://doi.org/10.13106/jafeb.2021.vol8.no1.451>
- Pride, W. M. (2018). *Business, Loose-leaf Version*. Cengage Learning.
- Pudjarti, S., Nurchayati, & Putranti, H. R. D. (2019). Hubungan e-service quality dan e-loyalty dengan e-satisfaction pada konsumen Go-Jek dan Grab di Kota Semarang. *Sosiohumaniora - Jurnal Ilmu-Ilmu Sosial Dan Humaniora*, 21(3), 237–246.
- Pusparisa, Y. (2021). *Masa depan cerah layanan pesan antar makanan daring Asia Tenggara*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/02/01/masa-depan-cerah->

- layanan-pesan-antar-makanan-daring-asia-tenggara
- Quoquab, F., Zulaikha, M. S. N., & Mohammad, J. (2020). Driving customer loyalty in the Malaysian fast food industry: The role of halal logo, trust and perceived reputation. *Journal of Islamic Marketing*, 11(6), 1367–1387. <https://doi.org/10.1108/JIMA-01-2019-0010>
- Rana, A. (2022). *Pelanggan ini kaget habiskan Rp 795 ribu saat pesan makanan online*. DetikFood. <https://food.detik.com/info-kuliner/d-6173860/pelanggan-ini-kaget-habiskan-rp-795-ribu-saat-pesan-makanan-online/amp>
- Renwarin, J. M. J. (2019). The evaluation of sales promotion in Jakarta Retail Business. *Jurnal Manajemen*, 23(2), 191–206. <https://doi.org/10.24912/jm.v23i2.471>
- Reza, M. H. (2020). *Pelayanan dalam dunia perguruan tinggi: Pengaruhnya terhadap kepuasan dan loyalitas* (A. Syahri (ed.)). Literasi Nusantara.
- Rizaty, M. A. (2022). *Tertinggi di Asia Tenggara, nilai transaksi GrabFood lampau GoFood dan ShopeeFood pada 2021*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/01/31/tertinggi-di-asia-tenggara-nilai-transaksi-grabfood-lampau-gofood-dan-shopeefood-pada-2021>
- Rofflin, E., Liberty, I. A., & Pariyana. (2019). *Populasi, sampel, variabel dalam penelitian kedokteran* (M. Nasrudin (ed.)). PT Nasya Expanding Management.
- Romindo, Muttaqin, Saputra, D. H., Purba, D. W., Iswahyudi, M., Banjarnahor, A. R., Kusuma, A. H. P., Effendy, F., Sulaiman, O. K., & Simarmata, J. (2019). *E-Commerce: Implementasi, strategi dan inovasinya* (T. Limbong (ed.)). Yayasan Kita Menulis.
- Rusyani, E. (2022). Product quality , service quality and price on buyer satisfaction of Naavagreen Beauty Products through sales promotion as intervening variables. *Enrichment: Journal of Management*, 12(2), 2274–2284.
- Salsyabila, S. R., & Fadilla, A. (2021). Pengaruh promosi penjualan dan e-service quality terhadap loyalitas pelanggan. *KINERJA*, 18(4), 563–571.
- Santoso, S. (2018). *Konsep dasar dan aplikasi SEM dengan AMOS 24*. Elex Media Komputindo.
- Saputra, I. (2021). *Semua voucher, langganan dan misi Gojek tiba-tiba hilang dari aplikasi*. <https://mediakonsumen.com/2021/10/25/surat-pembaca/semua-voucher-langganan-dan-misi-gojek-tiba-tiba-hilang-dari-aplikasi/amp>
- Satriadi, Wanawir, Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Manajemen Pemasaran* (M. Suardi (ed.)). Samudra Biru.
- Septiani, R. (2020). pengaruh e-service quality, persepsi harga, dan promosi penjualan terhadap loyalitas pelanggan melalui kepuasan pelanggan: Studi pada pelanggan jasa transportasi online gojek di Yogyakarta. *Jurnal Ilmu Manajemen*, 17(2), 98–108.
- Setijani, E., Sugito, P., & Sumartono. (2019). *Manajemen bisnis: Three pillars of business approach*. Media Nusa Creative.
- Sidharta, S. M., Adityo, D. B., Iqbal, P. M., & Gunadi, W. (2021). Customer loyalty analysis on online food delivery services. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 4003–4013.

- <https://doi.org/10.17762/turcomat.v12i3.1690>
- Simarmata, H. M. P., Revida, E., Kato, I., Sari, H., Simatupang, S., Sudarso, A., Faisal, M., Tjiptadi, D. D., Sisca, S., Anggusti, M., & Muliatie, Y. E. (2021). *Manajemen perilaku konsumen dan loyalitas* (A. Karim & J. Simarmata (eds.)). Yayasan Kita Menulis.
- Sinulingga, N. A. B., & Sihotang, H. T. (2021). *Perilaku konsumen: Strategi dan teori* (D. Sihotang & Tigor (eds.)). IOCS Publisher.
- Sitorus, T., & Yustisia, M. (2018). The influence of service quality and customer trust toward customer loyalty: The role of customer satisfaction. *International Journal for Quality Research*, 12(3). <https://doi.org/10.18421/IJQR12.03-0>
- Soliha, E., Maskur, A., Widyasari, S., & Ariyani, E. (2021). The effect of trust and customer value on loyalty: An empirical study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(5), 1001–1010. <https://doi.org/10.13106/jafeb.2021.vol8.no5.1001>
- Solimun, S., & Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction on the relationship between service quality, service orientation, and marketing mix strategy and customer loyalty. *Journal of Management Development*, 37(1), 76–87. <https://doi.org/10.1108/JMD-12-2016-0315>
- Sondak, C., Tumbel, A. L., & Lintong, D. C. A. (2021). Analisis pengaruh promosi penjualan dan harga terhadap kepuasan pelanggan di Pt. Indogrosir Manado. *Jurnal EMBA*, 9(2), 754–764.
- Sugandi, A. T. (2022). Punya 1 juta mitra, GoFood siap bersaing. *Bisnis.Com*. <https://m.bisnis.com/amp/read/20220131/266/1495410/punya-1-juta-mitra-gofood-siap-bersaing>
- Sugianingrat, I. A. P. W., Yasa, N. N. K., & Sintaasih, D. K. (2021). *Peningkatan kinerja karyawan melalui employee engagement dan organizational citizenship behavior*. Media Sains Indonesia.
- Sumadi, Tho'in, M., Efendi, T. F., & Permatasari, D. (2021). Pengaruh strategi pemasaran syariah, kepuasan konsumen dan kepercayaan konsumen terhadap loyalitas konsumen: Studi kasus Pada Naughti Hijab Store. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 1117–1127.
- Sumanto. (2020). *Teori & aplikasi metodologi penelitian* (L. Mayasari (ed.); 1st ed.). ANDI.
- Sunarisa, J. (2018). Analysis of sugar-free claimed beverages and its potential customers. *International Conference on Economics, Business and Economic Education*, 869–883. <https://doi.org/10.18502/kss.v3i10.3179>
- Suprpto, R., & Azizi, M. Z. W. (2020). *Manajemen pemasaran*. Myria.
- Suryati, L. (2019). *Manajemen pemasaran: Suatu strategi dalam meningkatkan loyalitas pelanggan*. Deepublish.
- Sutedja, K. (2021). *Kesewenang-wenangan Gojek membekukan akun pengguna*. Mediakonsumen.Com. <https://mediakonsumen.com/2021/11/20/surat-pembaca/kesewenang-wenangan-gojek-membekukan-akun-pengguna>
- Tahakkar, J. J. (2020). *Structural equation modelling: Application for research and practice (with AMOS and R)*. Springer.
- Tarigan, E. D. S., Sabrin, H., & Syahputri, Y. (2020). The influence of lifestyle and sales promotion on online purchase decisions for home-cooked culinary during

- Covid-19 in Medan City, Indonesia. *International Journal of Research and Review*, 7(10), 140–144.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Waluyo, M. (2021). *Manajemen Psikologi Industri*. Literasi Nusantara.
- Wantara, P., & Tambrin, M. (2019). The effect of price and product quality towards customer satisfaction and customer loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1–9).
- Wati, E. F. (2018). Aplikasi sistem layanan pesan antar makanan berbasis android pada Kedai Ayam Remuk, Tangerang. *Journal of Information System, Applied, Management, Accounting and Research*, 2(2), 1–12. <http://journal.stmikjayakarta.ac.id/index.php/jisamar>
- Wibowo, A. E. (2021). *Metodologi penelitian pegangan untuk menulis karya ilmiah*. Insania.
- Wibowo, A. S., Suwarsinah, H. K., & Yuliati, L. N. (2018). The effects of VPTI's corporate image and service quality on satisfaction and loyalty of the KSO SCISI customers. *Indonesian Journal of Business and Entrepreneurship*, 4(1), 75–87. <https://doi.org/10.17358/ijbe.4.1.75>
- Widodo, A., & Murwatiningsih, M. (2019). The influence of promotion and trust on customer loyalty through customer satisfaction. *Management Analysis Journal*, 8(3), 265–274.
- Wijaya, B., Yulita, H., & Delviani, S. (2020). Pengaruh pengalaman emosional, electronic word of mouth, reputasi, dan kepuasan terhadap loyalitas konsumen. *Management & Accounting Expose*, 3(2), 71–81.
- Wijaya, C. (2021). *Hati-hati menggunakan layanan GoFood Pickup!* Mediakonsumen.Com. <https://mediakonsumen.com/2021/01/26/surat-pembaca/hati-hati-menggunakan-layanan-gofood-pickup>
- Yamin, S. (2021). *Olah data statistik: SMARTPLS 3, AMOS & STATA (mudah dan praktis)* (A. Rasyid (ed.)). PT Dewangga Energi Internasional.
- Yeh, T.-M., Chen, S.-H., & Chen, T.-F. (2019). The relationships among experiential marketing, service innovation, and customer satisfaction: A case study of tourism factories in Taiwan. *Sustainability*, 11(4), 1–12. <https://doi.org/10.3390/su11041041>
- Zainudin, M. I., Hasan, F. H., & Othman, A. K. (2019). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>
- Zephaniah, C. O., Ogba, I.-E., & Izogo, E. E. (2020). Examining the effect of customers' perception of bank marketing communication on customer loyalty. *Scientific African*, 8, 1–8.