

DAFTAR PUSTAKA

- Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, 11(6), 1691–1705. <https://doi.org/10.1108/JIMA-03-2019-0044>
- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13–24. <https://doi.org/10.5267/j.msl.2018.11.004>
- Alam, M. M. D., & Noor, N. A. M. (2020). The relationship between service quality, corporate image, and customer loyalty of Generation Y: An application of SOR paradigm in the context of superstores in Bangladesh. *Sage Open*, 10(2), 2158244020924405.
- Ali, B. J., Gardi, B., Jabbar Othman, B., Ali Ahmed, S., Burhan Ismael, N., Abdalla Hamza, P., Mahmood Aziz, H., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel service quality: The impact of service quality on customer satisfaction in hospitality. *Ali, BJ, Gardi, B., Othman, BJ, Ahmed, SA, Ismael, NB, Hamza, PA, Aziz, HM, Sabir, BY, Anwar, G.(2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. International Journal of Engineering, Business and Manage*, 5(3), 14–28.
- Anggraeni, F. N. (2020). Survey Motivasi Kerja Driver Ojek Online Grab. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 3(3), 251–260. <https://doi.org/10.5281/zenodo.3930682>
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 116.
- Banggoi, R., Mendo, A. Y., & Asi, L. L. (2023). Analisis Kepuasan Pengguna Jasa Transportasi Online Maxim Untuk Meningkatkan Loyalitas Pengguna Di Kota Gorontalo. *Jambura*, 6(1), 242–249. <http://ejurnal.ung.ac.id/index.php/JIMB>
- 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>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223. <https://doi.org/10.1108/BFJ-01-2020-0014>
- Cheng, S., Lin, P., Chang, Y., Lin, Y., Lee, P., & Chen, S. (2019). Sleep quality mediates the relationship between work–family conflicts and the self-

- perceived health status among hospital nurses. *Journal of Nursing Management*, 27(2), 381–387.
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dwi Rita Nova, D., & Widiastuti, N. (2019). Pembentukan Karakter Mandiri Anak Melalui Kegiatan Naik Transportasi Umum. *Comm-Edu (Community Education Journal)*, 2(2), 113. <https://doi.org/10.22460/comm-edu.v2i2.2515>
- 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>
- Farisi, S., & Siregar, Q. R. (2020). Pengaruh Harga dan Promosi Terhadap Loyalitas Pelanggan Pengguna Jasa Transportasi Online di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(1), 148–159. <https://doi.org/10.30596/maneggio.v3i1.4941>
- Fatimah, S. (2019). *Pengantar Transportasi* (1st ed.). Myria Publisher. https://books.google.co.id/books?hl=id&lr=&id=PEnCDwAAQBAJ&oi=fnd&pg=PA1&dq=transportasi&ots=XtcgyapM-N&sig=k3bmKbok-c4jfo3-HO1e-9uFHX4&redir_esc=y#v=onepage&q=transportasi&f=false
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Finkelstein-Fox, L., & Park, C. L. (2019). Control-coping goodness-of-fit and chronic illness: a systematic review of the literature. *Health Psychology Review*, 13(2), 137–162. <https://doi.org/10.1080/17437199.2018.1560229>
- Gajewska, T., Zimon, D., Kaczor, G., & Madzik, P. (2019). The impact of the level of customer satisfaction on the quality of e-commerce services. *International Journal of Productivity and Performance Management*.
- Gultom, D. K., Arif, M., & Fahmi, M. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(2), 171–180.
- Hadi, N. U., Aslam, N., & Gulzar, A. (2019). Sustainable service quality and customer loyalty: the role of customer satisfaction and switching costs in the Pakistan cellphone industry. *Sustainability*, 11(8), 2408.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model

- quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(November 2019), 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Haq, D. N. (2020). *Strategi Pemasaran Agen Asuransi Jiwa Bersama (AJB) Bumiputera Cabang Ponorogo dalam Mempertahankan Loyalitas Nasabah*. IAIN Ponorogo.
- Hayati, S., Suroso, A., Suliyanto, & Elfan Kaukab, M. (2020). Customer satisfaction as a mediation between micro banking image, customer relationship and customer loyalty. *Management Science Letters*, 10(11), 2561–2570. <https://doi.org/10.5267/j.msl.2020.3.039>
- Huang, P. L., Lee, B. C. Y., & Chen, C. C. (2019). The influence of service quality on customer satisfaction and loyalty in B2B technology service industry. *Total Quality Management and Business Excellence*, 30(13–14), 1449–1465. <https://doi.org/10.1080/14783363.2017.1372184>
- Idris, M. (2019). *Maxim, Ojol yang Siap Susul Gojek dan Grab*. Kompas.Com. <https://money.kompas.com/read/2019/12/23/133928126/mengenal-maxim-penantang-baru-gojek-dan-grab?page=all>
- Islamy, I. (2019). Penelitian Survei dalam Pembelajaran dan Pengajaran Bahasa Inggris. Purwokerto: Universitas Muhammadiyah Purwokerto.
- Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. *Journal of Business Research*, 120(August 2019), 294–301. <https://doi.org/10.1016/j.jbusres.2020.04.019>
- Kapriani, K., Asmawiyah, A., Thaha, S., & Hariyanti, H. (2021). Analisis Pengaruh Harga dan Kualitas Layanan terhadap Keputusan Konsumen Menggunakan Jasa Transportasi Online Maxim di Makassar. *Al-Buhuts*, 17(1), 142–161.
- Karim, A., Lesmini, L., Sunarta, D. A., Suparman, A., Khasanah, Marlita, D., Saksono, H., Asniar, N., & Andari, T. (2023). *Manajemen Transportasi* (I. P. Kusuma (ed.)). Yayasan Cendikia Mulia Mandiri. https://books.google.co.id/books?hl=id&lr=&id=bum1EAAAQBAJ&oi=fnd&pg=PA1&dq=transportasi&ots=q4NRAC9cSd&sig=U6w_4FihjoxKctFLWg7sZDQpwyY&redir_esc=y#v=onepage&q=transportasi&f=false
- Karya, M. (2022). *10 Kelebihan dan Kekurangan Aplikasi Maxim*. <https://droidly.co/kelebihan-dan-kekurangan-aplikasi-maxim/>
- Khawaja, L., Ali, A., & Mostapha, N. (2021). The mediating effect of customer satisfaction in relationship with service quality, corporate social responsibility, perceived quality and brand loyalty. *Management Science Letters*, 11(3), 763–772.
- Laksmitha, A. (2021). *Studi Kasus: Penelitian Aplikasi Maxim (Transportasi*

- Online).* <https://medium.com/@laksmitha/studi-kasus-penelitian-aplikasi-maxim-transportasi-online-4c56104b6dc6>
- 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.
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132(October), 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Mardi. (2022). *Akun Driver Maxim diblokir, Alasannya Admin Tidak Suka dikirim Feedback oleh Driver.* <https://mediakonsumen.com/2022/09/12/surat-pembaca/akun-driver-maxim-diblokir-alasannya-admin-tidak-suka-dikirim-feedback-oleh-driver>
- Mehta, A. M., & Tariq, M. (2020). How Brand Image and Perceived Service Quality Affect Customer Loyalty Through Customer Satisfaction. *Academy of Marketing Studies Journal*, 24(1), 1–10. <https://www.researchgate.net/publication/340105373>
- Melián-Alzola, L., & Martín-Santana, J. D. (2020). Service quality in blood donation: satisfaction, trust and loyalty. *Service Business*, 14(1), 101–129.
- Movanita, A. N. K. (2019). Survei: 32 Persen Masyarakat Ketergantungan Transportasi Online. *Kompas.Com*. <https://money.kompas.com/read/2019/07/09/200849026/survei-32-persen-masyarakat-ketergantungan-transportasi-online>
- Mukhlis, M., Sirait, H. A. S., & Ersa, N. S. (2022). Penerapan Standar Pelayanan Transportasi Trans Metro Deli ditinjau dari Pengoperasian dan Karakteristik Penumpang. *Jurnal Teknik Sipil*, 11(1), 48–54.
- Mutia, A. (2022). *Survei: Publik Jabodetabek Paling Sering Pakai Gojek, Bagaimana Grab, Maxim, dan InDriver?* <https://databoks.katadata.co.id/datapublish/2022/10/11/survei-publik-jabodetabek-paling-sering-pakai-gojek-bagaimana-grab-maxim-dan-indriver>
- Nuraeni, R., Eldine, A., & Muniroh, L. (2020). Pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan. *Manager: Jurnal Ilmu Manajemen*, 2(4), 487–493.
- Nurrahmah, A., Rismaningsih, F., Hernaeny, U., Pratiwi, L., Wahyudin, Rukyat, A., Yati, F., Lusiani, Riaddin, D., & Setiawan, J. (2021). *Pengantar Statistika 1* (S. Haryanti (ed.)). Media Sains Indonesia. https://books.google.co.id/books?hl=id&lr=&id=Vm1XEAAAQBAJ&oi=fnd&pg=PA33&dq=populasi&ots=N_Yb9pv3Jj&sig=XyqSiXv7yC4Oq3URaAt6sDI5UHo&redir_esc=y#v=onepage&q=populasi&f=false

- Omoregie, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*.
- Othman, B., Harun, A., Rashid, W., & Ali, R. (2019). The impact of Umrah service quality on customer satisfaction towards Umrah travel agents in Malaysia. *Management Science Letters*, 9(11), 1763–1772.
- Özcan, F., & Elçi, M. (2020). Employees' Perception of CSR Affecting Employer Brand, Brand Image, and Corporate Reputation. *SAGE Open*, 10(4). <https://doi.org/10.1177/2158244020972372>
- Pakpahan, E. (2022). Kualitas Pelayanan Dalam Pembuatan KIA (Kartu Identitas Anak) Saat Pandemi Covid-19 Tahun 2021 di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Sukoharjo. *Solidaritas*, 6(1).
- 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*, 11(4), 1113.
- Portal User. (2021). *Ojek Online dalam Integrasi Transportasi di Jabodetabek*. Biro Kepegawaian Dan Organisasi Kementerian Perhubungan. <https://bptj.dephub.go.id/post/read/ojek-online-dalam-integrasi-transportasi-di-jabodetabek>
- Priansa, D. J. (2017). Komunikasi Pemasaran Terpadu pada era media sosial. Bandung: CV Pustaka Setia, 358.
- Priyo, J. S., Mohamad, B., & Adetunji, R. R. (2019). An examination of the effects of service quality and customer satisfaction on customer loyalty in the hotel industry. *International Journal of Supply Chain Management*, 8(1), 653–663.
- Qomusuddin, I. F., & Romlah, S. (2021). *Analisis Data Kuantitatif dengan Program IBM SPSS Statistic 20.0*. Grup Penerbitan CV BUDI UTAMA. <https://books.google.co.id/books?id=P3tmEAAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>
- Ramdhani, M. (2021). *Metode Penelitian* (A. A. Effendy (ed.); 1st ed.). Cipta Media Nusantara. https://books.google.co.id/books?hl=id&lr=&id=Ntw_EAAAQBAJ&oi=fnd&pg=PR1&dq=Penelitian+ini+hanya+berfokus+di+Jakarta+sehingga+hanya+memiliki+kondisi+dan+karakteristik+Jakarta.+Oleh+karena+itu,+pada+penelitian+selanjutnya+dapat+dilakukan+penelitian+di+luar
- Rashid, A., & Rokade, V. (2019). Service Quality Influence Customer Satisfaction and Loyalty. *UKH Journal of Social Sciences*, 3(1), 50–61. <https://doi.org/10.25079/ukhjss.v3n1y2019.pp50-61>
- Rizana, D. (2020). Pengaruh Kompensasi dan Pemberdayaan Terhadap Loyalitas

- Dengan Kepuasan Kerja Sebagai Variabel Intervening. *Jurnal E-Bis*, 4(2), 179–191.
- Roflin, E., Liberty, I. A., & Pariyana. (2021). *Populasi, Sampel, Variabel dalam Penelitian Kedokteran* (M. Nasrudin (ed.); 1st ed.). PT. Nasya Expanding Management.
https://books.google.co.id/books?hl=id&lr=&id=ISYrEAAAQBAJ&oi=fnd&pg=PP1&dq=sampel&ots=ojAQu8oZ5_&sig=FM5Vdw7T6rrMNIG4Ch-yiy3nTbY&redir_esc=y#v=onepage&q=sampel&f=false
- Saragih, M. G., Saragih, L., Purba, J. W. P., & Panjaitan, P. D. (2021). *Metode Penelitian Kuantitatif: Dasar-dasar Memulai Penelitian* (E. Saputra (ed.)). Yayasan Kita Menulis.
<https://books.google.co.id/books?id=3kpKEAAAQBAJ&printsec=copyright&hl=id#v=onepage&q&f=false>
- Septiani, Y., Aribbe, E., & Diansyah, R. (2020). Analisis Kualitas Layanan Sistem Informasi Akademik Universitas Abdurrah Terhadap Kepuasan Pengguna Menggunakan Metode Sevqual (Studi Kasus: Mahasiswa Universitas Abdurrah Pekanbaru). *Jurnal Teknologi Dan Open Source*, 3(1), 131–143.
- Shahzad, A., Yaqub, R. M. S., Di Vaio, A., & Hassan, R. (2021). Antecedents of customer loyalty and performance improvement: Evidence from Pakistan's telecommunications sector. *Utilities Policy*, 70, 101208.
- Shamsudin, M. F., Esa, S. A., & Ali, A. M. (2019). Determinants of customer loyalty towards the hotel industry in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 21–29.
- Sharma, P. B. (2020). Effect of Brand Image on Customer Loyalty: The mediating role of Customer Satisfaction and Service delivery. *International Journal of Advanced Research in Engineering and Technology (IJARET)*, 11(6), 1107–1114. <https://doi.org/10.34218/IJARET.11.6.2020.100>
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*.
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(December 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sopiany, P. (2022). Pengaruh Digital Marketing dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Coopetition: Jurnal Ilmiah Manajemen*, 13(2), 249–258.
- Subaebasni, S., Risnawaty, H., & Arie Wicaksono, A. (2019). Effect of Brand Image, the Quality and Price on Customer Satisfaction and Implications for

- Customer Loyalty PT Strait Liner Express in Jakarta. *International Review of Management and Marketing*, 9(1), 90–97. <http://www.econjournals.comDOI:https://doi.org/10.32479/irmm.7440>
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385–1396. <https://doi.org/10.5267/j.msl.2019.5.012>
- Tartaglione, A. M., Cavacece, Y., Russo, G., & Granata, G. (2019). A systematic mapping study on customer loyalty and brand management. *Administrative Sciences*, 9(1), 8.
- Tribun Gorontalo. (2023). *Oknum Driver Maxim Gorontalo Pelaku Rudapaksa Siswi SMA Terancam Penjara 15 Tahun Denda Rp 5 Miliar*. <https://gorontalo.tribunnews.com/2023/03/01/oknum-driver-maxim-gorontalo-pelaku-rudapaksa-siswi-sma-terancam-penjara-15-tahun-denda-rp-5-miliar>
- Utama, L., & Bestari, N. P. (2020). *Meski Tarif Murah, Maxim diprediksi Sulit Goyang Gojek dan Grab*. <https://www.viva.co.id/digital/digilife/1316100-meski-tarif-murah-maxim-diprediksi-sulit-goyang-gojek-dan-grab?page=all>
- Vasić, N., Kilibarda, 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.
- Wafa, A. (2022). *Urus Refund Order Fiktif, Duit Mitra Driver Maxim Malah Raib 2 Kali Lipat*. <https://www.beritabangsa.com/berita-utama/terkini/urus-refund-order-fiktif-duit-mitra-driver-maxim-malah-raib-2-kali-lipat/>
- Yasin, D. M. (2022). *Beberapa Kekurangan Maxim yang Wajib Diperbaiki*. https://mojok.co/terminal/beberapa-kekurangan-maxim-yang-wajib-diperbaiki/?utm_source=rcti_plus&utm_medium=aggregator
- Yulisetiarini, D., & Prahasta, Y. A. (2019). The effect of price, service quality, customer value, and brand image on customers satisfaction of telkomsel cellular operators in east Java Indonesia. *International Journal of Scientific and Technology Research*, 8(3), 5–9.
- Zhou, Q., Lim, F. J., Yu, H., Xu, G., Ren, X., Liu, D., Wang, X., Mai, X., & Xu, H. (2021). A study on factors affecting service quality and loyalty intention in mobile banking. *Journal of Retailing and Consumer Services*, 60, 102424.