

## DAFTAR PUSTAKA

- Abrar, A. (2015, Desember 2). *Lima Penyebab Jatuhnya Air Asia QZ8501*. Retrieved from Metro TV News: <http://news.metrotvnews.com/read/2015/12/02/196654/lima-penyebab-jatuhnya-air-asia-qz8501>
- AirAsia. (2016, Januari 2). *Corporate Profile*. Retrieved from AirAsia Indonesia: <http://www.airasia.com/id/id/about-us/corporate-profile.page>
- Aji, W. (2015, Desember 1). *KNKT: Penyebab Jatuhnya AirAsia QZ8501 Bukan karena Faktor Cuaca*. Retrieved from Tribun News: <http://www.tribunnews.com/nasional/2015/12/01/knkt-penyebab-jatuhnya-airasia-qz8501-bukan-karena-faktor-cuaca>
- Amiruddin, N. H. (2013). Price, Service Quality And Customer Loyalty: A Case Of Air Asia. *South East Asia Journal of Contemporary Business, Economics and Law, Vol. 2, Issue 1, June*, 36-37.
- Atalık, Ö., & Özel, E. (n.d.). Passenger Expectations And Factors Affecting Their Choice Of Low Cost Carriers: Pegasus Airlines. 287.
- Atmaja, D. P., & Adiwinata, M. F. (n.d.). Pengaruh Produk, Harga, Lokasi Dan Kualitas Layanan Terhadap Keputusan Pembelian di Kopitiam Oey Surabaya. 553.
- Boone, L. E., & Kurtz, D. L. (2015). *Contemporary Marketing*. USA: Cengage Learning.
- Chen, P.-T., & Hu, H.-H. (2013). The mediating role of relational benefit between service quality and customer loyalty in airline industry. *Total Quality Management, Vol.24, No.9*, 1088.
- Direktorat Jendral Perhubungan Udara. (2016, Februari 5). *Statistik Lalu Lintas Angkutan Udara*. Retrieved from Direktorat Jendral Perhubungan Udara: <http://hubud.dephub.go.id/?id/llu/index/filter:category,1;tahun,0;bulan,0;ai rport,0>
- Grasindo, I. (2010). *Pengantar Pariwisata*. Jakarta: PT Gramedia Widisarana.

- Griffin, J. (2005). Customer Loyalty: How to Earn It, How to Keep It. In D. K. Yahya, *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan* (p. 5). Jakarta: Penerbit Erlangga.
- Haghighi, M., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management*, Vol. 6(14), 5042.
- Harjati, L., & Venesia, Y. (2015). Pengaruh Kualitas Layanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Maskapai Penerbangan Tiger Air Mandal. *E-Journal WIDYA Ekonomika*, Volume 1, Nomor 1, Oktober 2015, 70-71.
- Hasniaty. (2015). Customer Perception On Products, Pricing, Service Quality, Towards Customer's Quality Relationships And Loyalty Of Domestic Airlines, Indonesia. *International Journal of Scientific & Technology Research*, Vol.4, Issue 12, December, 182.
- Herliyana. (2013). *Pengaruh Harga Tiket Online Dan Pelayanan Terhadap Keputusan Menggunakan Transportasi Pesawat Terbang Lion Air*. Fakultas Ekonomi Universitas Negeri Semarang.
- Internasional Civil Aviation (ICAO). (2009). *Definition and Identification of Low-Cost Carriers*. Montreal: ICAO.
- Jr., T. E. (n.d.). The Air Transportation System in The Century 21th. *Sustaunable Build Environment*, Vol. II.
- Kadir, A. (2006). Transportasi: Peran Dan Dampaknya Dalam Pertumbuhan Ekonomi Nasional. *Jurnal Perencanaan & Pengembangan Wilayah Wahana Hijau*, Vol. 1 No. 3, April, 123.
- Kalaiarasan, Appannan, & Doraisamy. (2015). A Study On Service Quality On Customer Satisfaction In Low Cost Airline Industries. *Kalaiarasan, Appannan, dan Doraisamy, International Journal of Science, Environment, Technology*, Vol.4 No.4, 1130.
- Kotler, P., & Armstrong, G. (2015). *Marketing an Introduction. 12nd ed.* USA: Pearson Education Inc.
- Kotler, P., & Gary, A. (2014). *Principles of Marketing. 15th ed.* USA: Pearson Education Inc.

- Kumar Rai, A., & Srivastava, M. (2012). Customer Loyalty Attributes: A Perspective. *NMIMS Management Review Volume XXII, October - November*, 63-64.
- Kuwado, F. J. (2015, Januari 6). *Kecelakaan AirAsia QZ8501 Buka Bobroknya Manajemen Penerbangan Indonesia*. Retrieved from Kompas Nasional: <http://nasional.kompas.com/read/2015/01/06/07260031/Kecelakaan.AirAsia.QZ8501.Buka.Bobroknya.Manajemen.Penerbangan.Indonesia>
- Logiawan, Y., & Subagio, H. (2012). Analisa Customer Value Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Restoran Bandar Djakarta Surabaya. *Jurnal Manajemen Pemasaran Petra, Vol. 2 No. 1*, 5.
- Lovelock, C., & Wirtz, J. (2011). *Service Marketing People, Technology, Strategy. 7th ed.* USA: Pearson Education Inc.
- Malhotra, N. K. (2010). *Marketing Reasearch An Applied Orientation. 6th ed.* USA: Perason Education Inc.
- Maranda, S. (2014, Desember 28). *Rute AirAsia QZ8501Dipenuhi Awan Comulonimbus*. Retrieved from Tempo Bisnis: <https://bisnis.tempo.co/read/news/2014/12/28/090631412/rute-airasia-qz8501dipenuhi-awan-comulonimbus>
- McKnighta, D. H., Choudhury, V., & Kacmar, C. (2009). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *Journal of Strategic Information Systems 11*, 297-323.
- Montolalu, M. T. (2013). The Impact Of Service Quality And Price To Customer Satisfaction And Customer Loyalty In Swiss-Belhotel Maleosan Manado. *Jurnal EMBA, Vol.1 No.4 Desember*, 1942.
- Mujiraharja, H. (2014, Desember 29). *Pesawat AirAsia Hilang Bisa Disebabkan Faktor Cuaca*. Retrieved from Okezone News: <http://news.okezone.com/read/2014/12/29/18/1084984/pesawat-airasia-hilang-bisa-disebabkan-faktor-cuaca>
- Nissalke, J., & E., T. (n.d.). *The Air Transportation In The Century 21th*. Retrieved from Sustainabe Build Environment, Vol, II: <http://www.eolss.net/sample-chapters/c15/E1-32-08-04.pdf>
- Pi, W.-P., & Huang, H.-H. (2014). Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing

- approach. *African Journal of Business Management Vol.5 (11), 4 June* , 4413.
- Prasetio, W., & Keni. (2014). Pengaruh Service Quality, Trust dan Corporate Image Terhadap Customer Loyalty: Customer Satisfaction Sebagai Variabel Mediator. *Jurnal Seminar Nasional Kewirausahaan dan Inovasi Bisnis IV Universitas Tarumanegara*, 306.
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Rahayu. (2015). The Influence of Service Quality, Trust and Brand Image toward Customer Satisfaction and its Impact to Brand Loyalty. *International Journal of Advanced Research, Vol.3, Issue 10*, 1868.
- Riandarini, R. H., Sumarwan, U., Yulianti, L. N., & Kirbrandoko. (2015). Comparison of Power Influence Factors Shaping Loyalty Indonesian Domestic Airlines. *European Journal of Business and Management, Vol.7, No.11*, 122.
- Rizan, M. (2010). Analysis Of Service Quality And Customer Satisfaction, And Its Influence On Customer Loyalty. *Oxford Business & Economics Conference Program Journal*, 5.
- Rizan, M., Saidani, B., & Sari, Y. (2012). Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Teh Botol Sosro. *Jurnal Riset Manajemen Sains Indonesia (JRMSI), Vol.3, No.1*, 6.
- Rizan, M., Warokka, A., & Listyawati, D. (2014). Relationship Marketing and Customer Loyalty: Do Customer Satisfaction and Customer Trust Really Serve as Intervening Variables? *Journal of Marketing Research and Case Studies, Vol. 2014*, 6.
- Robbins, S. P., & Judge, T. A. (2014). *Organizational Behaviour. ed.15th*. USA: Pearson Education Inc.
- Rofiq, A. (2007). *Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi Pelanggan E-Commerce (Studi Pada Pelanggan E-Commerce di Indonesia)*. Fakultas Ekonomi Universitas Brawijaya Malang .
- Sanusi. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.

- Sanusi. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sanusi. (2015, Januari 27). *Presdir AirAsia Akui Jumlah Penumpang Turun Akibat Tragedi QZ8501*. Retrieved from Tribun News: <http://www.tribunnews.com/bisnis/2015/01/27/presdir-airasia-akui-jumlah-penumpang-turun-akibat-tragedi-qz8501>
- Sari, E. P., Widayanto, & E.P, A. (2014). Analisis Tingkat Kepuasan Pelanggan Dilihat Dari Dimensi Kualitas Pelayanan Dan Harga PT. Garuda Indonesia Airlines (Persero), Tbk Kantor Cabang Semarang. *Journal of Social and Politic*, 3.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour. 10th ed.* USA: Pearson Education Inc.
- Sitorus, J. (2012). Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Loyalitas Konsumen Penerbangan Domestik PT. Lion Air. Jakarta: Fakultas Ekonomi Universitas Negeri Jakarta.
- SKYTRAX. (2016, Januari 2). *The Worlds Best Low Cost Airlines Awards in 2015*. Retrieved from SKYTRAX Worlds Airline Awards: [http://www.worldairlineawards.com/Awards/worlds\\_best\\_lowcost\\_airlines.html](http://www.worldairlineawards.com/Awards/worlds_best_lowcost_airlines.html)
- Sudhahar, J. C., Israel, D., Britto, P., & Selvam, M. (2006). Service Loyalty Measurement Scale: A Reliability Assessment . *American Journal of Applied Sciences* 3 (4): 1814-1818, 1816.
- Sugiyono. (2013). *Statika Untuk Penelitian*. Bandung: Alfabeta.
- Sumaedi, Bakti, & Yarmen. (2012). The Empirical Study Of Public Transport Passengers' Behavioral Intentions: The Roles Of Service Quality, Perceived Sacrifice, Perceived Value, And Satisfaction (Case Study: Paratransit Passengers In Jakarta, Indonesia. *Internasional Journal for Traffic and Transport Engineering*, 85.
- Suwandi, Sularso, A., & Suroso, I. (2015). Pengaruh Kualitas Layanan, Harga dan Citra Merek Terhadap Kepuasan Dan Loyalitas Pelanggan Pos Ekspres di Kantor Pos Bondowoso dan Situbondo. *JEAM Vol. XIV April*, 69-70.
- Tim Penyusun. (2012). *Pedoman Penulisan Skripsi Sarjana*. Fakultas Ekonomi Universitas Negeri Jakarta.