

## DAFTAR PUSTAKA

- Ashari, B. H., Wibawa, B. M., & Persada, S. F. (2017). Analisis Deskriptif dan Tabulasi Silang pada Konsumen Online shop di Instagram (Studi Kasus 6 Universitas di Kota Surabaya). *Jurnal Sains dan Seni ITS*, 6(1), 17–21.  
<https://doi.org/10.12962/j23373520.v6i1.21403>
- Astrid Schneider, Gerhard Hommel, and M. B. (2010). Linear Regression Analysis. *deutsches ärzteblatt International*, 107.
- Azhar, K., Daud, M., Khidzir, N. Z., & Ismail, A. R. (2018). *Validity and reliability of instrument to measure social media skills among small and medium entrepreneurs at Pengkalan Datu River*. 7(3), 1026–1037.
- Bhat, S. A., & Darzi, M. A. (2016). Customer relationship management An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty. *International Journal of Bank Marketing*, 34(3), 1–34.  
<https://doi.org/10.1108/IJBM-11-2014-0160>
- Chiguvi, D., & Guruwo, P. T. (2018). *Impact of Customer Satisfaction on Customer Loyalty in the Banking Sector*. (February 2017).
- Hajiyan, H., Aminbeidokhti, A. A., & Hemmatian, H. (2015). The effect of customer relationship management on customer loyalty: Evidence from banking industry. *Management Science Letters*, 15(5), 993–998.  
<https://doi.org/10.5267/j.msl.2015.9.001>

- Hajjar, S. T. EL. (2018). *STATISTICAL ANALYSIS: INTERNAL-CONSISTENCY RELIABILITY AND CONSTRUCT VALIDITY* Said Taan EL Hajjar Ahlia University. 6(1), 27–38.
- Harsoyo, T. D. (2009). PERANGKAP LOYALITAS PELANGGAN: SEBUAH PEMAHAMAN TERHADAP NONCOMPLAINERS PADA SETING JASA. *Jurnal Manajemen Teori dan Terapan*, (1).
- Hendri, & Setiawan, R. (2017). Pengaruh Motivasi Kerja Dan Kompensasi Terhadap Kinerja Karyawan Di Pt. Samudra Bahari Utama. *Agora*, 5(1), 3. Diambil dari <https://media.neliti.com/media/publications/135259-ID-pengaruh-motivasi-kerja-dan-kompensasi-t.pdf>
- Ihsanuddin. (2019). Baru 14% dari 58 Juta UMKM RI yang Masuk e - Commerce, Kenapa? Diambil 4 April 2020, dari Kompas.com website: <https://www.google.com/amp/s/amp.kompas.com/nasional/read/2019/01/10/21142981/jokowi-banyak-umkn-belum-siap-masuk-pasar-e-commerce>
- Iworikumo, J. (2018). *the Use of Outliers in the Detection of Suspicious Examination Malpractices in the Scores of Students in a Nigerian University*. 6(3), 65–74.
- KARSALARI, A. R., SABERI, H., & KALIMDAST, S. (2017). The Impact of Customer Relationship Management on Customer Loyalty in LG Company (Goldiran) Tehran City. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 7(2), 234–239.

<https://doi.org/10.6007/ijarafms/v7-i2/3011>

Kharisma, G. (2019). Peta Persaingan 50 E - Commerce di Indonesia Versi iPrice 2019.

Diambil 9 Maret 2020, dari techinasia.com website:  
<https://id.techinasia.com/persaingan-ecommerce-indonesia-q3-2019>

Khedkar. (2015). © *I A E M E EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER SATISFACTION AND. 6502(1995), 1–7.*

Kominfo, K. (2018). No Ti. Diambil 29 Maret 2020, dari Kementerian Kominfo website: <https://mobile.twitter.com/kemkominfo/status/1050348763716280320>

Kompas.com. (2019). Terus Tumbuh Signifikan, Begini Masa Depan E-Commerce di Indonesia. Diambil 29 Maret 2020, dari Kompas.com website:  
<https://money.kompas.com/read/2019/12/10/110500326/terus-tumbuh-signifikan-begini-masa-depan-e-commerce-di-indonesia>

Laksmiana, I. N. H., Eka, I. G. A., Kusuma, T., & Landra, I. N. (2018). *Effect of Customer Relationship Management on Customer Satisfaction and Loyalty at Pt . Harmoni Permata Gianyar , Bali.* (July).

liputan6.com. (2019). Industri Kosmetik Ditargetkan. Diambil 29 Maret 2020, dari liputan 6.com website: <https://m.liputan6.com/bisnis/read/4003673/industri-kosmetik-ditargetkan-tumbuh-9-persen-di-2019>

Lusiah. (2018). *Loyalitas Pelanggan Berdasarkan Hasil Penelitian pada Mahasiswa*

*Universitas Swasta di Kota Medan*. Sleman: Deepublish Publisher.

Manfaat, B. (2018). *Analisis Data Kuantitatif*. (December).

<https://doi.org/10.13140/RG.2.2.31212.82566>

Naresh, M., & David, B. (2006). *MARKETING RESEARCH An Applied Approach*.

England: Pearson Education Limited.

Nofalia, I. (2019). Bingung Dengan E - Commerce Kecantikan? Nih Ada Sociolla.

Diambil 22 Maret 2020, dari finansialku.com website:

<https://www.google.com/amp/s/www.finansialku.com/sociolla/amp/>

Odunlami, I. B. (2014). *IMPACT OF CUSTOMER SATISFACTION AND CUSTOMER*

*RETENTION ON CUSTOMER LOYALTY : A CASE STUDY OF ENTERPRISE*

*BANK IN OYO BY*. 2(9), 427–450.

Pramesti, G. (2017). *Statistika Penelitian dengan SPSS 24*. Jakarta: PT Elex Media

Komputindo.

Priansa, D. J. (2017). *KOMUNIKASI PEMASARAN TERPADU Pada Era Media*

*Sosial*. Bandung: CV PUSTAKA SETIA.

Priyono. (2016). *METODE PENELITIAN KUANTITATIF*. Surabaya: Zifatama

Publishing.

Purnomo, E. S. (2016). *PENGARUH KUALITAS PRODUK DAN HARGA*

*TERHADAP KEPUASAN KONSUMEN “BEST AUTOWORKS.” Universitas*

*Ciputra.*

Sarwono, J. (2014). *Model - Model Linier dan Non - Linier dalam IBM SPSS 21.*

Jakarta: PT Elex Media Komputindo.

Sociolla.com. (2020). About Us. Diambil 21 Maret 2020, dari Sociolla.com website:

<https://www.sociolla.com/content/4-about-us>

Soliman, H. S. (2011). *Customer Relationship Management and Its Relationship to the*

*Marketing Performance.* 2(10), 474–488.

Sondakh, B. (2013). THE INFLUENCE OF BEHAVIORAL LOYALTY AND

ATTITUDINAL LOYALTY ON PURCHASE BEHAVIOR. *Jurnal Riset*

*Ekonomi, Manajemen, Bisnis dan Akuntansi,* 1(3), 756–762.

Sub Direktorat Statistik Komunikasi dan Teknologi Informasi. (2019). *STATISTIK E -*

*COMMERCE 2019.* Jakarta: Badan Pusat Statistik Indonesia.

Suryati, L. (2015). *Manajemen Pemasaran Suatu Strategi dalam meningkatkan*

*loyalitas pelanggan.* Yogyakarta: Deepublish Publisher.