

DAFTAR PUSTAKA

- Alok, K. R., & Medha, S. (2013). The antecedents of customer loyalty: an empirical investigation in life insurance context. *Journal of Competitiveness*, 5(2), 139-163.
- Ananta, Y. (2019). "Pertumbuhan Industri Asuransi Lesu, Apa Penyebabnya?" *CNBC Indonesia*.
- Arisutha, D. (2005). *Dimensi Kualitas Pelayanan*. Jakarta: Gramedia Pustaka.
- Aurelia, P. N., Firdiansjah, A., & Respati, H. (2019). The Application of Service Quality and Brand Image to Maintain Customer Loyalty by Utilizing Satisfaction Strategy in Insurance Companies. *International Journal of Advances in Scientific Research and Engineering*, 5(4), 223-229.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- Darwin, S. (2014). Analisis pengaruh kualitas layanan terhadap loyalitas pelanggan dengan kepuasan dan kepercayaan pelanggan sebagai variabel intervening pada asuransi jiwa Manulife Indonesia-Surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1-12.
- Engel, James F., Roger D. Blackwell, and Paul W. Miniard. (2001). *Perilaku Konsumen*, Jilid 2. Jakarta: Binarupa Aksara.
- Fadli, M. F. (2018). Pengaruh orang, proses, kualitas layanan dan nilai pelanggan terhadap kepuasan pelanggan pada PT Prudential Life Assurance Pontianak. *Jurnal Ekonomi Integra*, 7(1), 015-032.
- Ferdinand, A. (2002). Structural equation modeling dalam penelitian manajemen. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Ferdinand, A. T. (2014). *Structural Equation Model Dalam Penelitian Manajemen, Aplikasi Model-Model Rumit Dalam Penelitian Untuk Skripsi* (Doctoral dissertation, Tesis dan Disertasi Doktor. In Seri Pustaka Kunci, edited by FE d. BU Diponegoro. Semarang, Indonesia: BP Undip-Undip Press).
- Ferinadewi, E. (2008). *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.

- Gil-Lafuente, A. M., Gil-Lafuente, J., & Merigó-Lindahl, J. (Eds.). (2012). *Soft computing in management and Business Economics* (Vol. 1). Berlin: Springer.
- Ghazali, I. (2017). *Structural Equation Modeling Konsep dan Aplikasi dengan Program Amos 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2008). *Structural Equation Modeling: Metode Alternatif Dengan Partial Least Square (Pls)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2003). *Customer Loyalty-Menumbuhkan dan Mempertahankan Kesetiaan*. Erlangga, Jakarta.
- Harlyanti, S. W. (2009). Faktor-faktor yang mempengaruhi kepuasan kerja pegawai pada pegawai dinas luar asuransi jiwa bersama bumiputera 1912 cabang setiabudi medan.
- Heri, H. (2017). Analysis the effect of service quality, customers value, customer satisfaction and customer trust on corporate image. *IOSR Journal of Business and Management*, 19(6), 38-46.
- Hurriyati, R. (2005). *Bauran Pemasaran & Loyalitas Konsumen*. Bandung: Alfabeta.
- Irawan, H. (2008). *Membedah Strategi Kepuasan Pelanggan*. Cetakan pertama, Jakarta: PT Gramedia.
- Kotler, P. (2017). *Manajemen Pemasaran*, Edisi 12, Jilid 1. Jakarta: PT Indeks.
- Kotler, P. (2000). *Marketing Management*. Jakarta: PT Indeks.
- Kotler, P., & Armstrong, G. (2005). *Manajemen Pemasaran*, jilid I dan II. Jakarta: PT Indeks.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran* edisi 12. Jakarta: Penerbit Erlangga.
- Kumar, V. (2008). *Managing customers for profit: Strategies to increase profits and build loyalty*. Prentice Hall Professional.
- Latan, H., & Ramli, N. A. (2013). The results of partial least squares-structural equation modelling analyses (PLS-SEM). *Available at SSRN 2364191*.
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand

- loyalty. *Journal of Market-Focused Management*, 4(4), 341-370.
- Leninkumar, V. (2016). The effect of service quality on customer loyalty. *European Journal of Business and Management*, 8(33), 44-49.
- Marcos, A. M. B., & de Matos Coelho, A. F. (2018). Communication relational outcomes in the insurance industry. *Asia Pacific Journal of Marketing and Logistics*. 30(5), 1294-1318.
- Margaretha, F. (2005). *Teori Dan Aplikasi Manajemen Keuangan Investasi Dan Sumber Dana Jangka Pendek*. Jakarta: Grasindo Gramedia Widiasarana Indonesia
- Mayer, R. C., J. H. Davis, F. D. Schoorman. 1995. "An Integrative Model Of Organizationak Trust." *Academy of Management Review*.
- 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
- Moreira, A. C., & Silva, P. M. (2015). The trust-commitment challenge in service quality-loyalty relationships. *International Journal of Health Care Quality Assurance*. 28(3), 253-266
- Mowen, John C, and Michael Minor. 2002. *Organization Prilaku Konsumen*.
- Muhammad, A. (2011). *Hukum Asuransi Indonesia (Cetakan Kelima)*. Bandung: Citra Aditya Bakti.
- 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.
- Panigrahi, S. K., Noor, A. A., & Muhammad, W. A. K. (2018). "Investigating the Empirical Relationship between Service Quality, Trust, Satisfaction, and Intention of Customers Purchasing Life Insurance Products." *Indian Journal of Marketing*.
- Parasuraman, A., Valarie, A., Zeithaml & Leonard, L. B. (1988). *Journal of Retailing; Spring Servqual: A Multiple-Item Scale For Measuring Consumer Perc.*
- Prameka, A. S., Do, B. R., & Rofiq, A. (2017). How brand trust is influenced by perceived value and service quality: mediated by hotel customer satisfaction. *APMBA (Asia Pacific Management and Business Application)*, 5(2), 73-88

- Purwa, I. B. N. S., & Ardani, I. G. A. K. S. (2018). Peran kepercayaan nasabah dalam memediasi pengaruh kualitas pelayanan terhadap kepuasan nasabah. *E-Jurnal Manajemen Universitas Udayana*, 7(1), 192-220.
- Raharja, A. T., & Khasanah, I. (2015). Analisis pengaruh kualitas pelayanan, kualitas produk, dan nilai pelanggan terhadap kepuasan pelanggan (Studi pada nasabah PT. Prudential Life Assurance Semarang). *Diponegoro Journal of Management*, 4(1), 240-251.
- Rangkuti, F. (2013). *Customer Service Satisfaction & Call Centre Berdasarkan ISO 9001*. Jakarta: Gramedia Pustaka Utama.
- Sekaran, U., & Roger, B. (2016). *Nucleic Acids Research Research Methods for Business : A Skill-Building Approach / Uma Sekaran and Roger Bougie*.
- Setiawan, H., & Sayuti, A. J. (2017). Effects of service quality, customer trust and corporate image on customer satisfaction and loyalty: an assessment of travel agencies customer in South Sumatra Indonesia. *IOSR Journal of Business and Management*, 19(5), 31-40.
- Soeisno, D. (2003). *Prinsip-Prinsip Manajemen Risiko Dan Asuransi*. Jakarta: Salemba Empat.
- Steiner, P. H., & Maas, P. (2018). When customers are willing to disclose information in the insurance industry. *International Journal of Bank Marketing*, 36(6), 1015-1033.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif Dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D.* Bandung: CV Alfabeta.
- Suki, N. M. (2013). Customer satisfaction with service delivery in the life insurance industry: An empirical study. *Jurnal Pengurusan (UKM Journal of Management)*, 38(6), 101-109.
- Sumarwan, U., (2003). *Perilaku Konsumen: Teori Dan Penerapannya Dalam Pemasaran*. Ghalia Indonesia: Jakarta.
- Susanti, R. (2019). "Baru 1,7 Persen Penduduk Indonesia Yang Miliki Asuransi." *Kompas.com*.
<https://ekonomi.kompas.com/read/2018/11/17/200454426/baru-17-persen-penduduk-indonesia-yang-miliki-asuransi> (diakses pada 3 February 2020).
- Tjiptono, F., (2007). *Strategi Pemasaran, Edisi Kedua*. Edisi kedua. Yogyakarta:

Andi.

Tjiptono, F., (2005). *Manajemen Kualitas Jasa*. Yogyakarta: Andi.

Weerakkodi, P. 2018. Impact of service quality on customer satisfaction:with reference to life insurance services in Sri Lanka. *IQSR journal of business and management*. 5(2), 83-98.

Zhang, J., & He, Y. (2014). Key dimensions of brand value co-creation and its impacts upon customer perception and brand performance. *Nankai Business Review International*.5(1)43-69.