

DAFTAR PUSTAKA

- Bei, Lien-Ti & Yu-Ching Chiao. 2001. An integrated Model For The Effect of Perceived Product, Perceived Service Quality, and Perceived Price fairness on Consumer Satisfaction and Loyalty, *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, vol. 14, p. 125-138.
- Bloemer, J., Ko de Ruyter dan Pascal Peeters. 2010. Investigating Drivers Of Bank Loyalty : The Complex Relationship Between Image, Service Quality And Satisfaction. *International Journal of Bank Marketing*, pp. 276–286.
- Brunner. T.A, Sto"clin. M, dan Opwis K., 2008, "Satisfaction Image and Loyalty : New versus experienced customers" *European Journal Marketing*. Vol. 42 No.9/10 2008. Pp. 1095-11.
- Chang, En-Chi., Tseng, Ya-Fen. 2013. Research Notes : E-Store Image, Perceived Value, and Perceived Risk. *Journal of Business Research* 66 (2013) 864–870.
- Easvaralingam, Yalini. Cham Tat Huei 2011. Perceptions of Service Quality, Corporate Image, and Customer Loyalty in the Hotel Industry Malaysia.
- Erwina Safitri, Mintarti Rahayu, Nur Khusniyah. 2016. Pengaruh Kualitas Pelayanan dan Citra Perusahaan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Service Center Studi Pada Pelanggan Samsung Service Center di Kota Malang, Indrawati. *Jurnal Ekonomi Bisnis Tahun 21, Nomor 1, Maret 2016. Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya.*
- Eugene Sivadas and Jamie L. Baker., 2000, "An examination of the relationship between, service quality, customer satisfaction, and store loyalty" *International Journal of Retail & Distribution Management* Vol 28. No 2. pp 73-82, 2000. ISSN 0959-0552.
- Eugenia Andrea Dennisa, Suryono Budi Santoso. 2016. Pengaruh Kualitas Produk, Kualitas Layanan, Citra Merek, Loyalitas Pelanggan Terhadap Kepuasan Pelanggan, *Jurnal Ekonomi Bisnis Tahun 21, Nomor 2.*
- Ferdinand, A. 2016. Metode Penelitian Manajemen. Edisi Kedua, Universitas Diponegoro, Semarang.
- Faullant. R. K dan Fuller, J, 2008, " The Impact Of Satisfaction and Image on Loyalty : The Case pf alpine Ski Resorts" *Managing Service Quality*, Vol 18, No 2, 2008, pp, 163-178.
- Fornell C, MD Johnson. 1996.. The American Customer Satisfaction Index : Nature Purpose and Findings. *Journal Of Marketing*. 60. Oktober, pp. 7-17.
- Ghozali, I. 2016. Aplikasi Analisis Multivariate dengan Program SPSS. Penerbit Universitas Diponegoro. Semarang. Edisi Revisi.
- Griffin, and Babin. J, 2009, "How Quality, Value, Image and Satisfaction create Loyalty at Chinese telecom". *Journal of Business Research* 62, 2009. 980-986.
- Hartono, J., dan Abdillah, W. 2009. Konsep dan Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris. BPFE. Yogyakarta.

- Hasni. 2019. Strategi Customer Servis Dalam Menghadapi Komplain Nasabah. *Jurnal Manajemen dan Kewirausahaan*, Vol. 17, No1, 10-35.
- Kadampully.J. dan Suhartanto. D, 2000, “ Customer Loyalty in Hotel : The Role of Customer Satisfaction and Image”. *International Journal of Contemporary Hospitality Management*, 12/6, 2000 346-351.
- Nina Indah Febriana. 2016. Analisis Kualitas Pelayanan Bank Terhadap Kepuasan Nasabah Pada Bank Muamalat Indonesia Kantor Cabang Pembantu Tulungagung. *Jurnal AAN-NISBAH*, Vol. 03, No. 01, Oktober 2016.
- Nursaidah. 2017. Pengaruh Citra Produk, Loyalitas Nasabah Kepuasan Nasabah PT. Bank Rakyat Indonesia (Persero), Tbk. Cabang Jember, *Jurnal Manajemen dan Kewirausahaan*, Vol. 11, No1, 34-55.
- Tjiptono. 2014. *Keunggulan Bersaing Melalui Proses Bisnis*. Jakarta : PT Gramedia Widiasarana Indonesia.
- Tias Widiaswara, Sutopo. 2017. Pengaruh Kualitas Produk Dan Citra Merek, Kepuasan Pelanggan Ngaruh Terhadap Loyalitas Pelangga. *Jurnal Manajemen dan Kewirausahaan*, Vol. 12, No1, 72-87.
- Wahyuni Nada Fatmawati. 2021. Analisis Strategi Pelayanan Prima Dalam Complain Handling Sebagai Upaya Meningkatkan Kepuasan Nasabah (Studi Kasus Pada Bank Muamalat Kcp Madiun). Tesis, Jurusan Perbankan Syariah Fakultas Ekonomi Dan Bisnis Islam Institut Agama Islam Negeri Ponorogo.
2021. Buku Pedoman Penulisan Tesis Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Muria Kudus.