

DAFTAR PUSTAKA

- Ahmadi, C. dan Hermawan, D. (2013). *E-Business & E-Marketing*. Yogyakarta: Andi
- Ahmad, Subagyo. (2012). *Marketing In Business*. Edisi 1. Jakarta: Penerbit Mitra Wacana Media.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). Laporan Survei Internet APJII 2019 – 2020. Asosiasi Penyelenggara Jasa Internet Indonesia, 2020, 1–146. Retrieved December 1, 2022 from <https://apjii.or.id/survei>.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). Laporan Profil Internet APJII 2022. Asosiasi Penyelenggara Jasa Internet Indonesia, 2022, 1–104. Retrieved December 1, 2022 from <https://apjii.or.id/survei>.
- Fernandes, A. A. R., & Solimun, S. (2018). The mediation effect of customer satisfaction in the relationship between service quality, service orientation, and marketing mix strategy to customer loyalty. *Journal of Management Development*, 37(1), 76–87. <https://doi.org/10.1108/JMD-12-2016-0315>
- Ghozali, I. & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. America: SAGE Publication, Inc.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Ed. 2). United States of America: SAGE Publications, Inc.
- Hernandez-Ortega, B., Aldas-Manzano, J., Ruiz-Mafe, C., & Sanz-Blas, S. (2017). Perceived value of advanced mobile messaging services: A cross-cultural comparison

- of Greek and Spanish users. *Information Technology and People*, 30(2), 324–355.
<https://doi.org/10.1108/ITP-01-2014-0017>
- Hoa, T. K., & Ngoc, L. T. B. (2020). Customer satisfaction and customer loyalty in Vietnamese mobile telecommunication industry. *Hcmcoujs - Economics and Business Administration*, 5(1), 41–59. <https://doi.org/10.46223/hcmcoujs.econ.en.5.1.95.2015>.
- Joudeh, J. M. M., & Dandis, A. O. (2018). Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers. *International Journal of Business and Management*, 13(8), 108. <https://doi.org/10.5539/ijbm.v13n8p108>.
- Kotler, J.B, and James Makens (2010). *Marketing for Hospitality and Tourism. Fifth Edition. International Edition*. New Jersey: Pearson Education Inc.
- Kotler, Keller. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip & Kevin Lane Keller. (2007). *Manajemen Pemasaran* (12th ed.). Jakarta: Indeks.
- Kotler, Philip & Kevin Lane Keller. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Prentice Hall.
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10), 980–986.
<https://doi.org/10.1016/j.jbusres.2008.10.015>.
- Leong, V. S., Hj Ahady, D. M., & Muhamad, N. (2022). Corporate image as an enabler of customer retention. *International Journal of Quality and Service Sciences*, 14(3), 486–503. <https://doi.org/10.1108/IJQSS-08-2021-0115>
- Moorthy, K., Chun T'ing, L., Ai Na, S., Tze Ching, C., Yuin Loong, L., Sze Xian, L., & Wei Ling, T. (2018). Corporate image no longer leads to customer satisfaction and loyalty: a Malaysian perspective. *International Journal of Law and Management*, 60(4), 934–952. <https://doi.org/10.1108/IJLMA-04-2017-0082>

- Mudiyansela, S. (2021). *Service Quality and Customer Loyalty in the Telecommunication Industry in Sri Lanka : The Mediating Role of Perceived Value Service Quality and Customer Loyalty in the Telecommunication Industry in Sri Lanka : The Mediating Role of Perceived Value*. July.
- Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *TQM Journal*, 22(3), 330–343. <https://doi.org/10.1108/17542731011035550>.
- Sekaran, Uma & Roger Bougie. (2016). *Research Methods of Business* (7th ed.). United Kingdom: John Wiley & Sons Ltd.
- Schiffman, L. G. and Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). England: Pearson Education Limited.
- Shelly C. dan Velmaart. 2011. *Discovering Computers “Menjelajah Dunia Komputer” Fundamental* (3rd ed.). Jakarta: Salemba Infotek.
- Shukri, S. M., Yajid, M. S. A., & Khatibi, A. (2020). The impact of services quality and perceived values on the customer loyalty: Mediating role of customer satisfaction in the telecommunication service providers in malaysia. *Systematic Reviews in Pharmacy*, 11(1), 1021–1032. <https://doi.org/10.37200/IJPR/V24I7/PR270476>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tarus, D. K., & Rabach, N. (2013). Determinants of customer loyalty in Kenya: Does corporate image play a moderating role? *TQM Journal*, 25(5), 473–491. <https://doi.org/10.1108/TQM-11-2012-0102>
- Tjiptono, Fandy & Chandra, G. (2012). *Pemasaran Strategik*. Edisi Kedua. Yogyakarta: Andi
- Tjiptono, Fandy. (2007). *Strategi Pemasaran*. Edisi 1. Yogyakarta: Andi.

- Tjiptono, Fandy. (2014). *Pemasaran Jasa – Prinsip, Penerapan dan Penelitian*. Yogyakarta: Andi.
- Tjiptono, Fandy. (2015). *Strategi Pemasaran*. Edisi 4. Yogyakarta: Andi.
- Vika Dihni. *Survei Speedtest: Ini Operator Seluler yang Punya Loyalitas Pelanggan Terbaik di Indonesia*. <https://databoks.katadata.co.id/datapublish/2021/09/21/survei-speedtest-ini-operator-seluler-yang-punya-loyalitas-pelanggan-terbaik-di-indonesia>.
- Zeithaml, V. A. (2018). *Service Quality Dimensions . Services Marketing Integrating Customer Focus Across the Firm* (7th ed.). MC Graw Hil Education.
- Zinov'ev, D. V., & Sole, P. (2004). Quaternary codes and biphasic sequences from Z8-codes. *Problemy Peredachi Informatsii*, 40(2), 50–62. <https://doi.org/10.1023/B>.