

DAFTAR PUSTAKA

- Zamry, Ain Damia & Syafiqah Md Nayan .(2020). What Is the Relationship Between Trust and Customer Satisfaction? *Journal of Undergraduate Social Science and Technology* Vol. 2 No. 2(2020)
- Almohaimeed, Bader. (2019). Pillars of Customer Retention: An Empirical Study on The Influence of Customer Satisfaction, Customer Loyalty, Customer Profitability on Customer Retention. *Serbian Journal of Management* 14 (2) 2019 421-435.
- Anders Gustafsson, Michael D. Johnson, Inger Roos. (2005). The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention, *Journal of Marketing*, First Published October 1, 2005 Research Article. <https://doi.org/10.1509/jmkg.2005.69.4.210>.
- Ang, Lawrence., Francis Buttle. (2006). Customer retention management processes A quantitative study, *European Journal of Marketing* Vol. 40 No. 1/2, 2006, pp. 83-99.
- Artaya, I Putu., I Gede Arimbawa. (2008). Penerapan Metode Korelasi dalam Mengukur Hubungan antara Customer Relationship dengan Customer Loyalty pada PT. Antika Raya Surabaya, *Jurnal Bisma*, Vol. 1, No. 1 (2008).
- Asbar, Akromi Khairina. (2014). Pengaruh tingkat kepuasan pelayanan, pemahaman perpajakan, keadilan perpajakan, sanksi perpajakan dan kesadaran perpajakan terhadap tingkat kepatuhan wajib pajak orang pribadi pada kpp pratama senapelan Pekanbaru, *JOM FEKON* VOL. 1 NO. 2 OKTOBER 2014.
- Bashir, Nayab. (2017). Impact of Customer Relationship Management on Customer Retention” (A Case of Private Banks Of Sialkot, Punjab). International Journal of Scientific & Technology Research Vol 6, Issue 08 Agustus 2017.
- Damayanti, Adila Yeni Rosy. (2017). Pengaruh Customer Relationship Management (CRM) terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan Sebagai Variabel Intervening PT. Nasmoco Abadi Motor Karanganyar (Studi pada pelanggan yang menggunakan jasa bengkel PT. Nasmoco Abadi Motor Karanganyar).
- Danesh, Seiedeh Nasrin., Nasab Saeid Ahmadi., Ling, kwek Choon. (2012). The Study of Customer Satisfaction, Customer Trust and Switching Barriers on Customer Retention in Malaysia Hypermarkets, International Journal of Business and Management, Vol 7, No 7 April 2012.

- David A. Foote.et.al. (2005). Employee Commitment and Organizational Policies, *Management Decision*.
- Dehghan, Ali & Arash Shahin. (2011); Customer Loyalty Assessment A Case Study in MADDIRAN, the Distributor of LG Electronics in Iran, *Business Management and Strategy ISSN 2157-6068 2011, Vol. 2, No. 1: E2.*
- Dewi, Ayu Abriyanti Chandra., Hatane Semuel. (2015). Pengaruh Customer Relationship Management (CRM) terhadap Customer Satisfaction dan Customer Loyalitas pada Pelangan Sushi Tei Surabaya, *Jurnal Manajemen Pemasaran Petra*, Vol 3, No 1, 2015, 1-9.
- Feiz, Setareh., Doctor Zeinab Bte Khalifah., Ali Ramezani Ghotbabadi. (2011). Customer Relationship Management in Organizations, *International Conference on Management (ICM 2011) Proceeding.*
- Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19.* Semarang: Badan Penerbit Universitas Diponegoro.
- Hardjanti, Adiati & Dinna Amalia. (2014). Pengaruh Customer Service Quality, Customer Perceived Value, Customer Satisfaction, Customer Trust Dan Switching Barriers Terhadap Customer Retention, *JURNAL EKONOMI, VOLUME 5 NOMOR 1, MEI 2014.*
- Harun, Harniza. (2011). Pengaruh Customer Relationship Marketing dan Nilai Nasabah terhadap Loyalitas Nasabah (Studi Kasus: Pada PT Bank Muamalah Cabang Jambi), *Jurnal Manajemen Pemasaran Modern*, Vol 3, No 1 Januari-Juni 2011.
- Ibojo, B.O, Olawepo, G.T and Akinruwa, T.E. (2013). Effect of Customer Satisfaction on Organisational Profitability, using an organization in the Food and Beverage Industry. *International Journal of Management Sciences, Vol 1, No 5, 2013, 159-166.*
- IBOJO, Bolanle Odunlami. (2015). Impact of Customer Satisfaction on Customer Retention: A Case Study of a Reputable Bank in Oyo, Oyo State. Nigeria, *International Journal of Managerial Studies and Research (IJMSR) Volume 3, Issue 2, February 2015, PP 42-53 ISSN 2349-0330 (Print) & ISSN 2349-0349 (Online) www.arcjournals.org.*
- Imasari, Kartika & Kezia Kurniawati Nursalin. (2011). Pengaruh Custumer Relationship Management terhadap Loyalitas Pelanggan pada PT. BCA Tbk, Fokus Ekonomi (FE), Vol. 10, No. 3.

Joseph, O.O. FACTORS DETERMINING CUSTOMER COMMITMENT TO SERVICE PROVIDERS IN KENYAN MOBILE TELEPHONE INDUSTRY,

https://profiles.uonbi.ac.ke/jowino/files/factors_determining_customer_commitment_to_service_providers_in_kenyan_mobile_telephone_industry.pdf.

K, Gangeswari., Padmashantini, P., Sharmeela-Banu, S.A. (2013). Impact of Customer Retention Practices on Firm Performance, *International Journal of Academic Research in Business and Social Sciences July 2013, Vol. 3, No. 7 ISSN: 2222-6990.*

Keiningham, T. L. Frennea, C.M., Aksoy, L., Bouye, A., Mittal, V. (2015). A Five-Component Customer Commitment Model: Implications for Repurchase Intentions in Goods and Services Industries, *Journal of Service Research 18(4).*

Lay, Nico Yudhinata., Erna Listiana., Heriyadi. (2018). Analisis Pengaruh *Service Quality, Personal Selling* dan *Complain Handling* Melalui *Satisfaction Serta Trust* terhadap *Customer Retention* (Survei Nasabah Tabungan Bank Harda Internasional Cabang Pontianak), *Jurnal Ekonomi Bisnis dan Kewirausahaan 2018, Vol.7, No.2, 132-148.*

Leninkumar, Vithya. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty, *International Journal of Academic Research in Business and Social Sciences 2017, Vol. 7, No. 4 ISSN: 2222-6990.*

Lompoliuw, Trecya. S. M., Riane Johnly. Pio., Roy F. Runtuwene. (2019). Faktor-Faktor Yang Mempengaruhi Customer Retention Di PT. Erafone Mega Mall Manado, *Jurnal Administrasi Bisnis Vol. 9. No. 1, 2019 (p-ISSN) 2338-9605; e-2655-206X.*

Mahmoud, Mahmoud Abdulai., Robert Ebo Hinson., Maxwell Kofi Adika, The Effect of Trust, Commitment, and Conflict Handling on Customer Retention: The Mediating Role of Customer Satisfaction, *Journal of Relationship Marketing, Volume 17, 2018 Issue 4.*

Marshall, N. W. (2010). Commitment, Loyalty And Customer Lifetime Value: Investigating The Relationships Among Key Determinants, *Journal of Business & Economics Research – August, 2010 Volume 8, Number 8.*

Maulana, Wahyu & Devi Lestari Pramita Putri. (2018). Pengaruh Custumer Relationship Management (CRM) terhadap Loyalitas Pelanggan XL Axiata Sampang, Makro, *Jurnal Manajemen & Kewirausahaan, Vol 3, No 2.*

Nasir, Süphan. (2017). Customer Relationship Management Strategies in the Digital Era, A volume in the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series.

Ndubisi, N.O. (2007) "Relationship marketing and customer loyalty", Marketing Intelligence & Planning, Vol. 25 Issue: 1, pp.98-106.

Nurul Syaqirah, Putra Faizurrahman, Z. (2014). Managing Customer Retention of Hotel Industry in Malaysia, Procedia - Social and Behavioral Sciences 130 (2014) 379 – 389.

Nwankwo, Samson Ifejionu & Sunday Stephen Ajemunigbohun. (2013). Customer Relationship Management and Customer Retention: Empirical Assessment from Nigeria's Insurance Industry, Business and Economics Journal, 2013, 4:2 DOI: 10.4172/2151-6219.1000081.

Parawansa, Dian Anggraece Sigit. (2018). Effect of commitment and customers' satisfaction on the relationship between service quality and customer retention in rural banks in Makassar, Indonesia, Journal of Management Development, ISSN: 0262-1711. Volume 37, Issue 1.

Peelen dan Beltman. (2013). Customer Relationship Management. United Kingdom: Pearson Education.

Pinto, J.K., Slevin, D., and English, B. (2009). "Trust in Projects: An Empirical Assessment of Owner/Contractor Relationship, International Journal of Project Management (27), 638-648.

Purnasari, H., & Yuliando, H. (2015). How Relationship Quality on Customer Commitment Influences Positive e-WOM, The 2014 International Conference on Agro-industry (ICoA): Competitive and sustainable Agroindustry for Human Welfare, Agriculture and Agricultural Science Procedia 3 (2015) 149 – 153.

Sahar F. Sabbeh. (2018). Machine-Learning Techniques for Customer Retention: A Comparative Study, (IJACSA) *International Journal of Advanced Computer Science and Applications*, Vol. 9, No. 2, 2018.

Salem, M. A., Shawtari, F. A., Shamsudin, M. F., & Hussain, H. I. (2016). The relation between stakeholders' integration and environmental competitiveness. Social Responsibility Journal, 12(4), 755–769. <https://doi.org/10.1108/SRJ-12-2015-0189>.

Savolainen, Teemu. (2010). Improving customer loyalty through a regular customer program: Case Onninen Oy. Degree Programme in International Business June 2010.

Setiawan, Heri., A.Jalaluddin Sayuti. (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 (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 5. Ver. III (May. 2017), PP 31-40 www.iosrjournals.org.

Setyaleksana, Bony Yosua., Suharyono., Edy Yulianto. (2017). Pengaruh Customer Relationship Management (CRM) terhadap Kepuasan dan Loyalitas Pelanggan (Survei pada Pelanggan GraPARI Telkomsel di Kota Malang), Jurnal Administrasi Bisnis (JAB) Vol. 46 No. 1 Mei 2017.

Siddiqi, Tahmeem., Kabir Ahmed Khan., Sugandha Mobin Sharna. (2018). Impact Of Customer Relationship Management On Customer Loyalty: Evidence From Bangladesh's Banking Industry, *International Journal of Business, Economics and Law*, Vol. 15, Issue 5 (April) ISSN 2289-1552 .

Simanjuntak, Megawati., Nadia E. Putri, Lilik N. Yuliati & Mohamad Fazli Sabri. (2020). Enhancing customer retention using customer relationship management approach in car loan business, Simanjuntak et al., Cogent Business & Management (2020), 7: 1738200 <https://doi.org/10.1080/23311975.2020.1738200>.

Sulistiani, Fitria., Naili Farida., Widiartanto. (2015). Pengaruh Kepercayaan, Komitmen dan Komunikasi Terhadap Retensi Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Nasabah Bank BRI Unit Kartini Semarang), Diponegoro Journal of Social and Political of Science Tahun 2015.

Utami, Sri., M. Hufron., Afi Rachmat. (2017). Pengaruh Customer Relationship Management (CRM) terhadap Kepuasan Konsumen, e-Jurnal Manajemen Prodi Manajemen, Fakultas Ekonomi Unisma.

Wardhana, Dio Putra., Maria Magdalena. (2020). Pengaruh Customer Relationship Management terhadap Loyalitas di Dealer CV. Haris Motor Nagari Surantih Kecamatan Sutera, Academic Conference For Management II, Vol 1 (Januari 2020).

Zhang, H., Zhang X., Zhou S. (2017). To Trust or Not to Trust: Characteristic-based and Process-Based Trust, China Media Research, 13(1), 2017
<http://www.chinamediaresearch.net> <http://www.chinamediaresearch.net> 29
editor@chinamediaresearch.net.

