

## DAFTAR PUSTAKA

- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Barron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
- Basuroy, S., Chatterjee, S., & Ravid, S. A. (2003). How critical are critical reviews? The box office effects of film critics, star power, and budgets. *Journal of Marketing*, 67(4), 103–117.
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31–40.
- Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings on employee responses. *Journal of Marketing*, 54(2), 69–82.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Bitner, M. J., & Hubbert, A. R. (1994). Encounter satisfaction versus overall satisfaction versus quality. In R. T. Rust & R. L. Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 73–94). Thousand Oaks, CA: Sage.
- Brady, M. K., & Cronin, J., Jr. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49.
- Bone, P. F. (1992). Determinants of WOM communication during product consumption. In J. F. Sherry & B. Sternthal (Eds.), *Advances in consumer research* (pp. 579–583). Provo, UT: Association for Consumer Research.
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, 12(1), 1–16.
- Burnkrant, R. E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer Research*, 2(3), 206–215.
- Buda, R., Sengupta, K., & Elkhoully, S. E. (2006). Employee and organizational perspectives of service quality: A cross-cultural Study in Kuwait, United States and Saudi Arabia. *International Journal of Management*, 23(3), 430–435.
- Chatterjee, P. (2001). Online review: Do consumers use them? *Advances in Consumer Research*, 28(1), 129–133.
- Chen, P. Y., Wu, S. Y., & Yoon, J. (2004). The impact of online recommendations and consumer feedback on sales. In *Proceedings of the International Conference on Information Systems*, Washington, DC, pp. 711–724.
- Chatterji, M. (2003). *Designing and using tools for educational assessment*. Boston, MA: Allyn & Bacon.
- Chen, L., Li, Y.Q. and Liu, C.H. (2019), “How airline service quality determines the quantity of repurchase intention – mediate and moderate effects of brand

- quality and perceived value”, *Journal of Air Transport Management*, Vol. 75, pp. 185-197.
- Chen, H.G., Liu, J.Y.C., Sheu, T.S. and Yang, M.H. (2012), “The impact of financial services quality and fairness on customer satisfaction”, *Managing Service Quality: An International Journal*, Vol. 22 No. 4, pp. 399-421.
- Cheng, B.L. and Rashid, M.Z.A. (2013), “Service quality and the mediating effect of corporate image on the relationship between customer satisfaction and customer loyalty in the Malaysian hotel industry”, *Gadjah Mada International Journal of Business*, Vol. 15 No. 2, pp. 99-112.
- Cheng, B.L., Mansori, S. and Huei, C.T. (2014), “The associations between service quality, corporate image, customer satisfaction, and loyalty: evidence from the Malaysian hotel industry”, *Journal of Hospitality Marketing and Management*, Vol. 23 No. 3, pp. 314-326.
- Chin, W.W., Thatcher, J.B., Wright, R.T., Steel, D. (2013), “Controlling for common method variance in PLS analysis: the measured latent marker variable approach”, Abdi, H.,
- Chin W., Esposito Vinzi, V., Russolillo., and, G., Trinchera L. (Eds), *New Perspectives in Partial Least Squares and Related Methods*, Springer, New York, NY, pp. 231-239.
- Cho, B. H., Lee, C., & Chon, T. J. (2004). Effect of customers’ service quality satisfaction for repurchase of golf range user. *Korean Journal of Physical Education*, 42(2), 179–188
- Flint, D.J., Woodruff, R.B., Gardial, S.F. (1997), Customer value change in industrial marketing relationships: A call for new strategies and research. *Industrial Marketing Management*, 26, 163-175.
- Fouriner, Susan (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. doi:10.1086/209515
- Gavan J. Fitzsimons; J. Wesley Hutchinson; Patti Williams; Joseph W. Alba; Tanya L. Chartrand; Joel Huber; Frank R. Kardes; Geeta Menon; Priya Raghurib; J. Edward Russo; Baba Shiv; Nader T. Tavassoli (2002). Non-Conscious Influences on Consumer Choice. , 13(3), 269–279.
- Gershoff, A. D., Mukherjee, A., & Mukhopadhyay, A. (2003). Consumer acceptance of online agent advice. Extremity and positivity effects. *Journal of Consumer Psychology*, 13(1/2), 161–170.
- Goldsmith, R. E., & Horowitz, D. (2006). Measuring motivations for online opinion seeking. *Journal of Interactive Advertising*, 6(2), 3–14.
- Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60–75.
- Khoo, K. L. (2020). *A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. PSU Research Review, ahead-of-print(ahead-of-print).*
- Lee, J.-H., Kim, H.-D., Ko, Y. J., & Sagas, M. (2011). *The influence of service quality on satisfaction and intention: A gender segmentation strategy. Sport Management Review*, 14(1), 54–63. doi:10.1016/j.smr.2010.02.002

- Mcdougall, G. H., & Levesque, T. (2000). Customer satisfaction with services: Putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392-410. doi:10.1108/08876040010340937
- Musthjab, R. (2022). *Kunjungan Wisatawan Nusantara Meningkat 19.82% pada 2022*. Katadata News. Diakses dari <https://dataindonesia.id/>
- Oliver, R.L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. 17 No. 4, pp. 60-69. Oliver, R.L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd edn, Routledge, New York, NY.
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2020). *Customer's revisit intention: Empirical evidence on Gen-Z from Bangladesh towards halal restaurants*. *Journal of Public Affairs*. doi:10.1002/pa.2572
- Paramita, R. D., Rizal, N., & Sulistyan, R. B. (2021). *Metode penelitian kuantitatif*. Jawa Timur: Widya Gama Press.
- Priyono. (2008). *Metode penelitian kuantitatif*. Sidoarjo: Zifatama Publishing.
- Puspaningtyas, k. d. (2016). *Metode penelitian kuantitatif*. Yogyakarta: Pandiva Buku.
- Raisanen, H. K. (2010). Exploring consumer's product-specific colour meanings. *Journal of Qualitative Market Research*, 13(3), 287-308.
- Rodoula Tsiotsou (2006). The role of perceived product quality and overall satisfaction on purchase intentions. , 30(2), 207–217. doi:10.1111/j.1470-6431.2005.00477.x
- Siyoto, S., & Sodiq, A. (2015). *Dasar metodologi penelitian*. Yogyakarta: Media Publishing.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, R&D*. Bandung: PT. Alfabet.
- Suliyanto. (2011). *Ekonometrika terapan: teori dan aplikasi dengan SPSS*. Yogyakarta: Andi Offset.
- Taghavi, Mahsa-Sadat; Seyedsalehi, Alireza (2015). The effect of packaging and brand on children's and parents' purchasing decisions and the moderating role of pester power. *British Food Journal*, 117(8), 2017–2038. doi:10.1108/bfj-07-2014-0260.
- Tanzeh, A. (2011). *Metodologi penelitian praktis*. Yogyakarta: Teras.
- Tian-Cole, S. T., Crompton, J. K., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34, 1–24.
- Tinggi, D. J. (2021). *Data mahasiswa program studi Universitas Jenderal Soedirman*. Diakses dari <http://www.ppdikti.kemendikbud.go.id/>
- Velasco, Carlos; Woods, Andy T.; Spence, Charles (2015). Evaluating the orientation of design elements in product packaging using an online orientation task. *Food Quality and Preference*, 46(), 151–159. doi:10.1016/j.foodqual.2015.07.018.

- Venter, K., Merwe, D. D., Beer, H. d., Kempen, H., & Bosman, M. (2011). Consumer's perceptions of food packaging: An exploratory investigation in Potchefstroom. *35*(3), 273-281. doi:10.1111/j.1470-6431.2010.00936.x.
- Wang, J., Wang, S., Xue, H., Wang, Y. and Li, J. (2018), "Green image and consumers' word-of-mouth intention in the green hotel industry: the moderating effect of millennials", *Journal of Cleaner Production*, Vol. 181, pp. 426-436.
- Westbrook, R. (1987), "Product/consumption-based affective responses and postpurchase processes", *Journal of Marketing Research*, Vol. 24 No. 3, pp. 258-270.
- Wright, R., 2006, *Consumer behaviour*, Thomson Learning, England.
- Wu, H.C. (2013), "An empirical study of the effects of service quality, perceived value, corporate image, and customer satisfaction on behavioral intentions in the Taiwan quick service restaurant industry", *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 14 No. 4, pp. 364-390.
- Wu, H.C. (2014), "The effects of customer satisfaction, perceived value, corporate image and service quality on behavioral intentions in gaming establishments", *Asia Pacific Journal of Marketing and Logistics*, Vol. 26 No. 4, pp. 540-565.
- Wu, H.C. and Li, T. (2015), "An empirical study of the effects of service quality, visitor satisfaction, and emotions on behavioral intentions of visitors to the museums of Macau", *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 16 No. 1, pp. 80-102
- Xue, F., & Zhou, P. (2010). The effects of product involvement and prior experience on Chinese consumers' responses to online word of mouth. *Journal of International Consumer Marketing*, *23*(1), 45–58.
- Yang, J., & Mai, E. (2010). Experiential goods with network externalities effects: An empirical study of online rating system. *Journal of Business Research*, *63*(9/10), 1050–1057.
- Yoon, S., & Kim, J. (2001). Is the internet more effective than traditional media? Factors affecting the choice of media. *Journal of Advertising Research*, *41*(6), 53–60.
- Zhang, W., & Watts, S. A. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the Association for Information Systems*, *9*(2), 73–94.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No.3, pp. 2-2.
- Zeithaml, V. A., & Bitner, M. J. (1996). *Service marketing*. New York: McGraw-Hill.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering quality service*. New York, NY: Free Press.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Service marketing: Integrating customer focus across the firm* (4th ed.). New York, NY: McGraw-Hill/Irwin