

DAFTAR PUSTAKA

- Alfajar, F., Mustainah, Tawil, M., & Polii, J. J. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Makassar Jeans House Kota Palu. *Jurnal Administration and Management Public Literation*, 1(1), 37–50.
- Altalhi Hassen, & Basiouni, A. (2023). An Empirical Study on the Applicability of the *Customer Satisfaction Index* Model in Guiding the Adoption of Supply Chain Management Systems Among Businesses in Saudi Arabia. *Indian Journal Of Science And Technology*, 16(43), 3948–3958. <https://doi.org/10.17485/ijst/v16i43.2147>
- Amsal, M., Adinugroho, I., & Brehnaputrifajar Khaerudin, R. (2024). Pelatihan Pengolahan Data Penulisan Menggunakan Aplikasi Smart PLS (Partial Least Square). *Communnity Development Journal*, 5(4), 7379–7383.
- Apfiasari, S., & Rimawan, E. (2023). Analysis Of *Service Quality Improvement, Customer Satisfaction And Customer Loyalty* In The Hotel Industry In Serang Banten Using The Sem-Pls Method. *Journal of Positive School Psychology*, 7(2), 56–69. <http://journalppw.com>
- Apriliana, A., & Sukaris, S. (2022). Analisa Kualitas Layanan Pada CV. Singoyudho Nusantara. *Jurnal Maneksi*, 11(2), 498–504. <https://doi.org/10.31959/jm.v11i2.1246>
- Asti, E., & Ayuningtyas, E. (2020). Pengaruh Kualitas Pelayanan, Kualitas Produk & Harga Terhadap Kepuasan Konsumen. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 1(01), 1–14. <https://doi.org/10.37366/ekomabis.v1i01.2>
- Aulia, F., Wahyudi, R., & Fathurochman, A. (2023). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan dengan Mediasi Kepuasan Pelanggan pada PB Swalayan Korpri. *Jurnal INVASI: Industri & Inovasi*, 1(1), 31–39. <http://jurnal.utu.ac.id/invasi/>
- Ghazali, I. (2020). *Metode Penulisan “ Kuantitatif Kualitatif.”* Yoga Pratama.
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan. *Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan*, 3(2), 273–282.
- Gusfi, D. A., & Saputri, M. E. (2024). Influence of *E-Service quality* on *Customer Satisfaction and Repurchase Interest* Using SEM-PLS in McDonald ' s. *Jurnal Sositologi*, 23(1), 66–77.
- Hermadi, M. R., & Kurniawan, A. (2024). Factors That Influence *Customer Satisfaction And Loyalty* At Fore Coffee Surabaya Based On Structural Equation Modeling Method. *International Journal of Academic and Applied Research (IJAAR)*, 8(5), 35–41.
- Jayusman, H. (2024). *Pengaruh Keterlibatan Kerja terhadap Kinerja Karyawan*. 12(2), 129–140.

- Nashih, M., Al Idrus, S., & Prajawati, M. I. (2024). The Mediating Role Of *Customer Satisfaction* On The Influence Of *Service Quality* And Relationship Marketing On *Customer Loyalty*. *Dialektika : Jurnal Ekonomi & Ilmu Sosial*, 9(1), 50–68. <https://doi.org/10.36636/dialektika.v9i1.3538>
- Oktavia, C., Warsito, B., & Kadarrisman, V. G. S. (2023). Development of *Customer Loyalty Measurement Application* using R Shiny. *E3S Web of Conferences*, 448(4), 983–996. <https://doi.org/10.1051/e3sconf/202344802038>
- Olaleye, B. R., Lekunze, J. N., & Olorunsola, F. F. (2024). Exploring the Link Between *Customer Satisfaction*, *Service Quality*, and Perceived Organizational Support: The Mediating Role of Relational Psychological Contract. *Studia Universitatis Vasile Goldis Arad, Economics Series*, 34(3), 60–78. <https://doi.org/10.2478/sues-2024-0013>
- Panigrahi, S. K., Azizan, N. B., & Al Shamsi, I. R. (2021). Product innovation, *customer satisfaction*, and brand loyalty of using smartphones among university students: PLS - SEM approach. *Indian Journal of Marketing*, 51(1), 8–25. <https://doi.org/10.17010/ijom/2021/v51/i1/156931>
- Pramudya, E., P., Tri Nugraha, J., Mukti, A., & Widyantoro, S. (2024). Analisis *Service Quality* dengan Metode Csi & Ipa Terhadap Kepuasan Peserta. *INNOVATIVE: Journal Of Social Science Research*, 4, 1–15.
- Pratama Hafidz, G., & Huriyahnuryi, K. (2023). The Effect of *Perceived Value* on *Customer Satisfaction* and *Customer Loyalty* in the Fast-Food Industry in Indonesia. *International Journal of Social Science, Education, Communication and Economics (SINOMICS JOURNAL)*, 2(1), 41–62. <https://doi.org/10.54443/sj.v2i1.113>
- Qadri, R. A., Lim, N., & Nurjanah, L. (2025). Analisis Pengaruh Kualitas Layanan, Kepuasan & Kredibilitas Terhadap Loyalitas Pelanggan Melalui Kepercayaan Pelanggan Di Batam. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(3), 494–512.
- Rafqi Ilhamalimy, R., & Mahaputra, M. R. (2021). Pengaruh Kualitas Pelayanan & Kualitas Produk Terhadap Keputusan Pembelian & Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Hukum, Humaniora & Politik*, 1(1), 85–97. <https://doi.org/10.38035/jihhp.v1i1.604>
- Rahayu, S. (2020). Peran Internet pada Transformasi Pendidikan di Era Digital. *Jurnal Teknologi Pendidikan*, 8(2), 25–36.
- Raza, M. A., et al. (2020). Impact of *Service Quality* on *Customer Satisfaction* and *Customer Loyalty*: The Mediating Role of *Customer Satisfaction*. *European Journal of Business and Management Research*, 12(5)(2), 80–85.
- Reza Amri, H., Ridho Taufiq Subagio, & Kusnadi. (2020). Penerapan Metode CSI untuk Pengukuran Tingkat Kepuasan Layanan Manajemen. *Jurnal Sistem Cerdas*, 3(3), 241–252. <https://doi.org/10.37396/jsc.v3i3.86>
- Rizky, L., Pratiwi, T. S., Wibawa, A., & Achdiyana, I. (2024). Peran Negara G20

pada Percepatan Transisi Energi Baru Terbarukan (EBT) untuk Mewujudkan Ketahanan Energi Nasional. *Jurnal Ketahanan Nasional*, 29(3), 271–290. <https://doi.org/10.22146/jkn.88751>

Rusdi, R. M., & Ninghardjanti, P. (2024). *Cendikia Cendikia*. 2(3), 454–474.

Sambodo Rio Sasongko. (2021). Faktor-Faktor Kepuasan Pelanggan & Loyalitas Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1), 104–114. <https://doi.org/10.31933/jimt.v3i1.707>

Siahaan, S. D. N., & Agustini, F. (2021). Analisis Kepuasan Pelanggan Dengan Metode *Customer Satisfaction Index* (CSI) (Studi Kasus Pada BNI UNIMED). *Journal of Business and Economics Research (JBE)*, 2(1), 13–19.

Simanjuntak, J. J., & Sembiring, T. B. (2024). Pengaruh Kepuasan Pelanggan Terhadap Keberhasilan Pemasaran Jasa. *Jurnal Kajian Ilmiah Interdisipliner*, 8(7), 394–403.

Siringoringo, I. N. S., Jan, A. B. H., & Karuntu, M. M. (2023). Analisis Kualitas Pelayanan Pada Hotel Biz Boulevard Kota Manado Dengan Metode *SERVQUAL* Analysis of Service Quality At Hotel Biz Boulevard Manado City With *SERVQUAL* Method. *Emba*, 11(4), 1199–1210.

Sugiyono. (2020). *Metode Penulisan Kuantitatif, Kualitatif & R&D*. Alfabeta.

Veronica, Silalahi, S. A., Irenita, N., & Pratiwi, S. W. (2025). Analisis Tingkat Pelayanan & Kepuasan Konsumen Perusahaan Jasa Kurir PT. X Di Jakarta Utara Dengan Metode CSI & IPA. *JURNAL ILMIAH M-PROGRESS*, 15(1), 1–23.



KARAWANG