

## DAFTAR PUSTAKA

- Akbar, M. A., Siregar, A. R., & Asnawi, A. (2024). The Effects of Relationship Marketing On Customer Loyalty Through Customer Retention In Layer Feed Customers in South Sulawesi, Indonesia. *International Journal of Agriculture and Biosciences*. <https://doi.org/10.47278/journal.ijab/2024.129>
- Alajarmeh, N. S., Aityassine, F. L. Y., Alzoubi, A. E., Al-Fugaha, Z. N. A., Zighan, S. M., Alzyoud, M., Al-Shanableh, N., Mohammad, A. A. S., Al-Hawary, S. I. S., & Al-Adamat, A. M. (2024). The Impact of Relationship Marketing on the Customer Loyalty. In *Studies in Computational Intelligence* (Vol. 1151, pp. 419–432). Springer Science and Business Media Deutschland GmbH. [https://doi.org/10.1007/978-3-031-56015-6\\_33](https://doi.org/10.1007/978-3-031-56015-6_33)
- Albarq, A. N. (2023). The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust. *Administrative Sciences*.
- Albérico, M., & A., L. (2023). Building trust and loyalty through effective communication in relationship marketing. *Journal of Consumer Behavior Studies*, 12(1), 45–60.
- Boada, M., Burneo, D., Morocho, F. A., & Gutiérrez, J. (2023). Consumer Insights and Purchase Patterns: A study in Loja, Ecuador, highlights significant differences in consumer insights and purchasing patterns among Baby Boomers, Generation X, Millennials, and Generation Z. *OALib (Scientific Research Publishing)*, 10(11), 1–20.
- Elvi, E. R., & Nainggolan, N. P. (2023). Pengaruh Relationship Marketing, Perceived Quality Dan Servicescape Terhadap Loyalitas Pelanggan De' Kampung Cafe. *ECo-Buss*, 5(3), 946–959. <https://doi.org/10.32877/eb.v5i3.632>
- George E. Belch, & Michael A. Belch. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed). McGraw-Hill Education.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Goodman, J. A. (2014). *Pengalaman pelanggan 3.0: Strategi yang menghasilkan laba tinggi di era layanan teknologi*. HarperCollins Christian Publishing.
- Gupta, R., & Kim, J. (2023). Building Trust Through Event Marketing and Relationship Marketing: A Strategic Approach. *Journal of Marketing Research*, 45(2), 112–125.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd, Ed.). Sage Publications.
- Han, H., & Hyun, S. S. (2012). An extension of the four-stage loyalty model: The critical role of positive switching barriers. *Journal of Travel and Tourism Marketing*, 29(1), 40–56. <https://doi.org/10.1080/10548408.2012.638559>
- Hidayat, K., & Idrus, M. I. (2023). The effect of relationship marketing towards switching barrier, customer satisfaction, and customer trust on bank customers. *Journal of Innovation and Entrepreneurship*, 12(1). <https://doi.org/10.1186/s13731-023-00270-7>
- I Ghozali, & H Latan. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program PLS 3.0*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- 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 Dan Ilmu Sosial*, 9(1), 50–68. <https://doi.org/10.36636/dialektika.v9i1.3538>
- Nur, L. Z., Prihartini, E., & Alviani, R. (2022). Pengaruh Customer Relationship Marketing Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan (Studi Pada Klinik Kecantikan Dr. Amalia Di Sumedang). *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 3(1), 378–390.

- Nuraeni, L., & Hadita. (2022). The Effect of Event Marketing on Purchase Decisions Through Purchase Interest in Tokopedia Marketplace (Case Study on Tokopedia Event Photocard Program). *Dinasti International Journal of Economics, Finance and Accounting*, 3.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill Education.
- Putri, U. P., Suharyono, & Abdillah, Y. (2014). Pengaruh Relationship Marketing Terhadap Kepuasan Dan Loyalitas Nasabah (Studi Pada Nasabah Bank Jatim Cabang Pasuruan). *Jurnal Administrasi Bisnis (JAB)*, 15(2), 1–9.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer* (Pertama). McGraw-Hill.
- Rita, N., & Nabilla, F. (2022). Indicators of effective event marketing for brand engagement. *Journal of Business and Management Research*, 10(2), 67–81.
- Rozak, A., Harto, B., Arissaputra, R., Nisa, K., Internasional, P., Bisnis, A., & Aisyiyah Bandung, U. (2022). Pengaruh Relationship Marketing terhadap Customer Loyalty dengan Dimediasi oleh Customer Satisfaction pada PT. Unilever. In *ATRABIS: Jurnal Administrasi Bisnis* (Vol. 8, Issue 2). <https://www.idnfinancials.com/id/news/35366/unilever>
- Sasongko, S. R. (2021). Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1), 104–114. <https://doi.org/10.31933/jimt.v3i1.707>
- Sekaran, U., & Bougie, R. (2021). *Research Methods for Business: A Skill Building Approach* (8, Ed.). John Wiley & Sons.
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining event marketing as engagement-driven marketing communication. *Gadjah Mada International Journal of Business*, 24(2), 151–177. <https://journal.ugm.ac.id/gamaijb>

- Setyawan, A. A., & Saputra, B. W. (n.d.). Impact Of Marketing Events On Customer Satisfaction Mediated By Digital Marketing And Moderate Green Marketing On MSMEs In Banyumas District. *Riset Ekonomi Manajemen*, 7(2), 339–356.
- Siswati, E., Iradawaty, S. N., & Imamah, N. (2024). *Costumer Relationship Management Dan Implementasinya Pada Perusahaan Kecil*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2021). *Populasi dan sampel penelitian serta teknik sampling*. Serupa.id. <https://serupa.id/populasi-dan-sampel-penelitian-serta-teknik-sampling/>
- Ummah, I., & Walyoto, S. (2024). *Pengaruh Relationship Marketing, Kualitas Produk, Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan*. 3(2), 59–69.
- Wasistho, A. S., & Rahardjo, S. T. (2023). Analisis Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Melalui Brand Image Dan Customer Satisfaction (Studi Pada Pelanggan 9 Typical Cafe Semarang). *Diponegoro Journal of Management*, 12(4), 1–14.
- Zhang, B., Luo, J., & Li, J. (2024). Moving beyond Likert and Traditional Forced-Choice Scales: A Comprehensive Investigation of the Graded Forced-Choice Format. *Multivariate Behavioral Research*, 59(3), 434–460. <https://doi.org/10.1080/00273171.2023.2235682>