DAFTAR PUSTAKA

Alfa, A. A. G. (2018). ANALISIS PENGARUH FAKTOR KEPUTUSAN KONSUMEN DENGAN STRUCTURAL EQUATION MODELING PARTIAL LEAST SQUARE : Studi Kasus Konsumen Tempat Makan di Kota Bandung. *Repository Universitas Pendidikan Indonesia*. http://repository.upi.edu/id/eprint/29292

Bahar, S. C., Raihani, A. H., & Nur 'Aini, J. D. (2022). Pergeseran Minat Masyarakat terhadap Lembaga Bimbingan Konvensional oleh Lembaga Bimbingan Online. Dalam *Prodising Seminar Nasional Ilmu Ilmu Sosial, Universitas Negeri Surabaya* (Vol. 1).

Belch, G. E., & Belch, M. A. (2023). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). McGraw Hill.

Chan, T. J., Kamal, F. S., & Wan Noordin, W. N. (2022). Predictors of Organization-Public Relationship Attributes on University's Image of a Malaysian Private University. *International Journal of Academic Research in Business and Social Sciences*, *12*(6), 1747–1766.

Damberg, S., Saari, U. A., Fritz, M., Dlugoborskyte, V., & Bozic, K. (2024). Consumers' purchase behavior of Cradle to Cradle Certified® products—The role of trust and supply chain transparency. *Business Strategy and the Environment*, *33*(8), 8280–8299. https://doi.org/https://doi.org/10.1002/bse.3919

De Vito, J. A. (2013). *The Interpersonal Communication Book* (13th ed.). Pearson.

Dinisari, M. C. (2019). Jumlah Pendaftar “World English” di Kampung Inggris Pare Kediri Naik Hingga 3 Kali Lipat Mia Chitra Dinisari. *Bisnis.com*.

Dwinanda, J. B., & Purnaningsih, N. (2018). Effectiveness of Personal Selling as Marketing Communication at Kampung 99 Pepohonan Agrotourism. *Jurnal Komunikasi Pembangunan*, *16*(2).

Dzulkifli, T. R. (2021). Pengaruh Personal Selling dan Relationship Marketing Terhadap Loyalitas Nasabah Tabungan Emas Pada PT.Pegadaian (Persero) Cabang Probolinggo. *Repository Universitas Panca Marga Probolinggo*. http://repository.upm.ac.id/id/eprint/3271

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1–4.

Farisi, J., Subaida, I., & Minullah, M. (2025). PENGARUH KEPERCAYAAN (TRUST), BELANJA ONLINE DAN GAYA HIDUP TERHADAP KEPUASAN KONSUMEN YANG BERDAMPAK PADA LOYALITAS PENGGUNA PLATFORM E-COMMERCE SHOPEE PADA KALANGAN MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS ABDURACHMAN SALEH SITUBONDO. *Jurnal Mahasiswa Entrepreneur*, *3*(4). https://doi.org/https://doi.org/10.36841/jme.v3i4.4912

Gen Amikom. (2025). 11 Rekomendasi Tempat Kursus Bahasa Inggris di Jogja. *Gen Amikom*. https://blog.amikom.ac.id/11-rekomendasi-tempat-kursus-bahasa-inggris-di-jogja/

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis*. Cengage Learning.

Hair, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). *PLS-SEM or CB-SEM : Updated Guidelines on Which Method to Use*. *1*(2).

Hidayat, P. S., & Nasution, M. I. P. (2024). Pengaruh Kinerja Situs Web Terhadap Kepuasan Dan Loyalitas Pelanggan di E Commerce. *Jurnal Sains dan Teknologi Informasi*, *2*(4). https://doi.org/https://doi.org/10.62951/switch.v2i4.82

Hon, L. C., & Grunig, J. E. (1999a). *Guidelines for Measuring Relationship in Public Relations*. THE INSTITUTE FOR PUBLIC RELATIONS.

Ingram, T. N., Laforge, R. W., Avila, R. A., Schwepker Jr, C. H., & Williams, M. R. (2024). *Sales Management Analysis and Decision Making* (11th ed.). Routledge.

Jabóbik, K., Wójtowicz, T., & Suder, M. (2025). Customer Loyalty in E-Banking Across Generations. *Folia Oeconomica*, *3*(372).

Jones, L., & Atkinson, C. (2022). A Framework for Developing Educational Psychologists' Consultation Practice. *Educational Psychology in Practice*, *7*(2).

Juliandi, A. (2018). *MODUL PELATIHAN STRUCTURAL EQUATION MODEL PARTIAL LEAST SQUARE (SEM-PLS) DENGAN SMARTPLS*. https://doi.org/10.5281/zenodo.1243777

Kerlinger, F. N., & Lee, H. B. (2006). *Foundation of Behavioral Research* (4 ed.). Harcourt College Publishers.

Kotler, P., Keller, K. L., & Chernev, A. (2015). *Marketing Management* (16 ed.). Pearson Education.

Ledingham, J. A., & Bruning, S. D. (1998). Relationship management in public relations: Dimensions of an organization–public relationship. *Public Relations Review*, *24*(1), 55–65.

Marietha, A. R. (2024). Mahasiswa Indonesia yang Belajar di Luar Negeri Terbanyak Kedua di ASEAN. *GoodStats*. https://goodstats.id/article/keren-jumlah-mahasiswa-indonesia-belajar-di-luar-negeri-terbanyak-kedua-di-asean-0t504

Munthe, S. E. B. G., & Adriyanto, A. T. (2025). Optimalisasi Personal Selling: Dampak Tidak Langsung terhadap Keputusan Pembelian. *Jurnal Manajemen dan Inovasi Kewirausahaan*, *1*(3). https://doi.org/10.64532/hvzydy40

Namira, I. (2023). Minat Belajar Bahasa Asing Indonesia Naik 6 Kali Lipat Lewat Duolingo. *IDN Times*. https://www.idntimes.com/life/education/minat-belajar-bahasa-asing-indonesia-naik-6-kali-lipat-00-4mlw3-pwldrm

Nguyen, T.-T.-L., Hoang, X.-Q., Lien, P. T., Pham, T.-H., & Pham, H.-H. (2022). Antecedents of salesperson performance in information service industry: The role of guanxi, adaptive selling behaviors and customer orientation. *Congent Business & Management*. https://doi.org/https://doi.org/10.1080/23311975.2022.2044433Page 2 of 19

Oktavia, V. D., Sarsono, S., & Marwati, F. S. (2022). LOYALITAS PELANGGAN DITINJAU DARI PELAYANAN, KEPUASAN DAN KEPERCAYAAN PADA CV CIPTA KIMIA SUKOHARJO. *Jurnal Ilmiah Edunomika*, *06*(01), 540–550. https://doi.org/https://doi.org/10.29040/jie.v6i1.4656

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, *63*(Fundamental Issues and Directions for Marketing), 33–34.

Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd Edition). Taylor & Francis Group.

Pasaribu, B. S., Herawati, A., Utomo, K. W., & Syah Aji, R. H. (2022). *Metode Penelitian untuk Ekonomi dan Bisnis* (1 ed.). Media Edu Pustaka.

Putri. (2024). *Perilaku loyalitas konsumen berdasarkan teori utilitas dan model satisfaction-loyalty*. http://www.journal.lppmunindra.ac.id/index.php/JABE/article/view/21968

Rosa, N. (2023, Juni 12). Spirit Belajar Bahasa Tinggi! Indonesia di Posisi 2 Pengguna Duolingo Terbanyak. *Detik Edu*. https://www.detik.com/edu/edutainment/d-6766558/spirit-belajar-bahasa-tinggi-indonesia-di-posisi-2-pengguna-duolingo-terbanyak

Saputra, A. F., & Salim, M. (2024). Innovative Marketing Communication Strategies in Language Education: A Case Study of English Cafe Jogja. *Symposium of Literature, Culture, and Communication (SYLECTION*, *3*(1), 1133–1142. https://doi.org/10.12928/sylection.v3i1.14127

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach*. Chichester, West Sussex, United Kingdom : John Wiley & Sons.

Setiabudhi, H., Suwono, Setiawan, Y. A., & Karim, S. (2024). *Analisis Data Kuantitatif dengan SmartPLS 4*. Borneo Novelty Publishing.

Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *Europen Journal of Marketing*, *53*(11), 2322–2347.

Siyoto, S. (2015). *Dasar Metodologi Penelitian* (1 ed.). Literasi Media Publishing.

Srisusilawati, P., Burhanudin, J., Trenggana, A. F. M., Anto, M. A., Kusuma, G. P. E., Rahmasari, L. F., Suharyati, & Mulyani. (2018). *Strategi Meningkatkan Loyalitas Pelanggan*. Scribd. https://id.scribd.com/document/803092368/Buku-Loyalitas-Pelanggan-Srisusilowati

Styaningsih, F. N., & Abidin, Z. (2025). The Influence of Personal Selling and Service Quality on Jenius Application User Satisfaction and Loyalty Using the E-Servqual Model. *Journal of Advances in Information Systems and Technology*, *7*(1), 47–62.

Sudrajat, M. B. A., & Sigarlaki, F. F. (2026). The Influence of Personal Selling on Repurchase Intention Through Customer Satisfaction at Strawberry Kopo Salon. *Journal of Universal Studies*, *6*(1). http://eduvest.greenvest.co.id/

Sujan, M., Weitz, B. A., & Kumar, N. (1994). Dalam *Journal of Marketing* (Vol. 58, hlm. 39–52). American Marketing Association.

Wibowo, A. (2024). *SmartPLS 101 Panduan Lengkap Analisis SEM-PLS untuk Pemula* (1st ed.). PT Penamuda Media.

Wong, A., Liu, Y., & Tjosvold, D. (2015). Service leadership for adaptive selling and effective customer service teams. *Industrial Marketing Management*, *46*, 122–131. https://doi.org/https://doi.org/10.1016/j.indmarman.2015.01.012

Yansah, R., Maulana, A., & Shihab, M. S. (2025). The effect of personal selling and relationship marketing on customer loyalty and satisfaction as an intervening variable in PT. Welty Indah Perkasa Palembang Branch. *Journal of Digital Business and Marketing (JDBM)*, *1*(2), 87–94. https://doi.org/https://doi.org/10.35912/jdbm.v1i2.3325

Yugianto, J. (2023). 13 Tempat Terbaik Kursus Bahasa Inggris di Jogja. *Kanal Jogja*. https://kanaljogja.id/tempat-terbaik-kursus-bahasa-inggris-di-jogja/

Yulita, H., Widhianto, C. W., & Sari, D. P. (2024). *Loyalitas Konsumen Yang Dimediasi Kepuasan dan Kualitas*. 229–240. https://doi.org/https://doi.org/10.37339/e-bis.v8i1.1304

Zeithami, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, *60*, 31–46.

Zeithaml, V. A., Gremler, D. D., Bitner, M. J., & Mende, M. (2020). *Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition*. McGraw-Hill.

LAMPIRAN

Lampiran 1:

Kuesioner

Kriteria Responden

1. *Member* English Café Yogyakarta Periode Februari 2025 - Februari 2026
2. Sudah melakukan konsultasi dengan *Education Consultant*
3. Mengambil 1 atau lebih kelas di English Café

Pertanyaan Verifikasi

No	Pertanyaan	Jawaban
1.	Apakah Anda merupakan *Member* English Café Yogyakarta?	Ya atau Tidak
2.	Apakah Anda sudah melakukan konsultasi dengan *Education Consultant?*	Sudah atau Belum
3.	Apakah Anda mengambil 1 atau lebih kelas di English Café Yogyakarta?	Ya atau Tidak

Identitas Responden

No	Pertanyaan	Jawaban
1.	Nama	Jawaban Singkat
2.	Provinsi Asal	1. DI Yogyakarta 2. Jawa Barat & DKI Jakarta 3. Jawa Tengah 4. Jawa Timur 5. Luar Jawa