

**PENGARUH NILAI YANG DIRASAKAN TERHADAP NIAT
PEMBELIAN ULANG MELALUI KEPUASAN
PELANGGAN**

**(Survei pada Wisatawan Negara Malaysia pengguna Travel Hayukka
Bandoeng)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Ujian Sidang Sarjana Pendidikan Program Studi Pendidikan Bisnis



**Oleh
Gani Fatra
NIM. 2106545**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

**PENGARUH NILAI YANG DIRASAKAN TERHADAP NIAT
PEMBELIAN ULANG MELALUI KEPUASAN
PELANGGAN**

(Survei pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng)

Oleh
Gani Fatra
NIM. 2106545

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

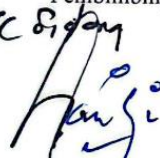
© Gani Fatra, 2025
Universitas Pendidikan Indonesia
Agustus 2025

Hak Cipta dilindungi Undang-Undang Skripsi ini tidak boleh diperbanyak
seluruhnya atau sebagian, dengan dicetak ulang, fotokopi, atau cara lainnya tanpa
izin dari penulis.

LEMBAR PENGESAHAN

**PENGARUH *PERCEIVED VALUE* TERHADAP NIAT PEMBELIAN
ULANG MELALUI KEPUASAN PELANGGAN
(Survei pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng)**

Skripsi ini disetujui dan disahkan oleh:

8/8-25
Pembimbing I


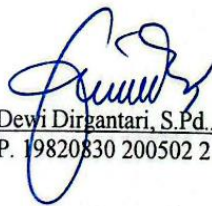
Prof. Dr. H. Hari Mulyadi, M.Si.
NIP. 19590515 198601 001

Pembimbing II



Dr. H. Rd. Dian Herdiana Utama, M.Si.
NIP. 196408231993021001

Mengetahui,
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada Pada Penulis



Gani Fatra
NIM. 2106545

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "Pengaruh *Perceived Value* terhadap Niat Pembelian Ulang melalui Kepuasan Pelanggan (Survei pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng)" beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku.

Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, 8 Agustus 2025

Yang membuat pernyataan,



Gani Fatra

NIM. 2106545

ABSTRAK

Gani Fatra (2106545) **“Pengaruh Nilai Yang Dirasakan Terhadap Niat Pembelian Ulang Melalui Kepuasan Pelanggan (Studi Kasus pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng)”**. Di bawah bimbingan Prof. Dr. H. Hari Mulyadi, M.Si. dan Dr. H. Rd. Dian Herdiana Utama, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh Nilai Yang Dirasakan terhadap niat pembelian ulang melalui kepuasan pelanggan pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng. Penelitian ini menggunakan metode penelitian kuantitatif dengan ukuran sampel sebanyak 150 responden. Hasil pada penelitian ini menemukan bahwa gambaran Nilai Yang Dirasakan berada pada kategori cukup baik, serta gambaran niat pembelian ulang dan kepuasan pelanggan berada pada cukup baik. Nilai Yang Dirasakan berpengaruh terhadap niat pembelian ulang, terdapat pengaruh antara Nilai Yang Dirasakan terhadap kepuasan pelanggan, terdapat pengaruh secara tidak langsung antara kepuasan pelanggan terhadap niat pembelian ulang dan kepuasan pelanggan dapat menjadi mediator antara niat pembelian ulang dan niat pembelian ulang. Kesimpulan dari penelitian ini yaitu terdapat pengaruh Nilai Yang Dirasakan terhadap niat pembelian ulang melalui kepuasan pelanggan yang dilakukan melalui studi kasus pada wisatawan negara Malaysia pengguna travel Hayukka Bandoeng. Penulis juga merekomendasikan Travel hayukka Bandoeng untuk meningkatkan performa Nilai Yang Dirasakan melalui *functional value*, *social value*, dan *emotional value*, sehingga diharapkan dapat meningkatkan sikap positif konsumen yang berujung pada peningkatan minat konsumen untuk pembelian kembali pada travel hayukka bandoeng, Implikasi dari niat pembelian ulang pada penelitian ini yaitu keputusan pembelian sehingga akan berdampak pada peningkatan pembelian berulang di masa mendatang.

Kata kunci: Nilai Yang Dirasakan, Kepuasan Pelanggan, Niat Pembelian Ulang, Travel, Destination.

ABSTRACT

Gani Fatra (2106545) ***“The Influence of Perceived Value on Repurchase Intention Through Customer Satisfaction (A Survey of Malaysian Tourists Using Hayukka Bandoeng Travel Services)”***. Supervised by Prof. Dr. H. Hari Mulyadi, M.Si. and Dr. H. Rd. Dian Herdiana Utama, M.Si.

This study aims to obtain an overview and examine the influence of perceived value on repurchase intention through customer satisfaction among Malaysian tourists who use Travel Hayukka Bandoeng. The research employed a quantitative method with a sample size of 150 respondents. The results show that the Perceived Value is in the fairly good category, while repurchase intention and customer satisfaction are also in the fairly good category. Perceived Value has an influence on repurchase intention; there is also an influence of perceived value on customer satisfaction, as well as an indirect effect of customer satisfaction on repurchase intention. Furthermore, customer satisfaction can act as a mediator between Perceived Value and repurchase intention. The conclusion of this study is that Perceived Value significantly affects repurchase intention through customer satisfaction, based on a case study of Malaysian tourists who use Travel Hayukka Bandoeng. The author also recommends that Travel Hayukka Bandoeng improve its Perceived Value performance through functional value, social value, and emotional value, which are expected to enhance positive consumer attitudes and ultimately increase consumer interest in repurchasing. The implication of repurchase intention in this study is related to purchasing decisions, which in turn will have an impact on increased repeat purchases in the future.

Keywords: *Perceived Value, Customer Satisfaction, Repurchase Intention, Travel, Destination.*

UCAPAN TERIMA KASIH

Penulisan skripsi ini merupakan bentuk tanggung jawab akademik yang harus diselesaikan oleh penulis sebagai bagian dari persyaratan kelulusan di Program Studi Pendidikan Bisnis. Dalam proses penyusunannya, penulis menyadari bahwa tanpa pertolongan dan penyertaan Tuhan Yesus Kristus, penyelesaian skripsi ini tidak akan dapat tercapai dengan baik. Oleh karena itu, penulis menyampaikan ungkapan syukur dan hormat kepada Tuhan sebagai bentuk pengakuan atas kasih karunia, kekuatan, dan hikmat yang senantiasa diberikan selama proses penelitian dan penulisan berlangsung. Paragraf ini juga menjadi refleksi spiritual dari penulis yang menunjukkan bahwa keberhasilan akademik tidak hanya didasarkan pada usaha pribadi, tetapi juga pada keyakinan dan pertolongan ilahi.

Serta pada kesempatan ini, penulis menyampaikan terima kasih dan penghargaan yang sebesar-besarnya kepada semua pihak yang telah memberikan arahan, bantuan, serta dukungan baik secara langsung maupun tidak langsung selama proses penyusunan skripsi ini. Dukungan yang diberikan sangat berarti bagi penulis dalam menghadapi berbagai tantangan dan kesulitan selama proses penelitian dan penulisan. Dengan penuh rasa syukur, penulis menyadari bahwa keberhasilan dalam menyelesaikan skripsi ini tidak lepas dari peran serta dan kontribusi banyak pihak yang telah memberikan motivasi, bimbingan, dan doa yang tulus. Pada kesempatan ini dengan penuh rasa Syukur penulis mengucapkan terima kasih kepada:

1. Prof. Dr. Didi Sukyadi, M.A. selaku Rektor Universitas Pendidikan Indonesia, atas kesempatan dan kepercayaan yang telah diberikan untuk menempuh pendidikan di institusi yang terhormat ini.
2. Prof. Dr. H. M. Solehuddin, M.Pd., M.A ucapan terima kasih yang setinggi-tingginya saya sampaikan kepada Rektor Universitas Pendidikan Indonesia periode sebelumnya, Bapak atas dedikasi, arahan, serta kontribusi beliau dalam memajukan dunia pendidikan dan memberikan inspirasi bagi keberlanjutan karya-karya akademik.

3. Prof. Dr. Hj. Ratih Hurriyati, M.P. selaku Dekan dan Dosen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, atas bimbingan dan keteladanan selama masa studi, serta atas dukungan dan kesempatan yang diberikan kepada penulis.
4. Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, yang telah memberikan arahan dan motivasi yang sangat berarti selama proses penyusunan skripsi ini. Semoga seluruh pihak yang telah berjasa tersebut senantiasa diberikan kesehatan, keberkahan, dan perlindungan dari Tuhan Yang Maha Esa.
5. Dr. Bambang Widjajanta, M.M. selaku Ketua Tim Pengembangan Penulis Skripsi, Program Studi Pendidikan Bisnis, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia, yang telah memberikan bimbingan, arahan, dan fasilitas dalam menyelesaikan penelitian ini.
6. Prof. Dr. H. Hari Mulyadi, M.Si. selaku dosen Dosen Pembimbing I atas bimbingan, kesabaran, dan dukungan yang diberikan selama proses penyusunan skripsi ini.
7. Dr. H. Rd. Dian Herdiana Utama, M.Si. selaku Dosen Pembimbing II atas bimbingan, kesabaran, dan dukungan yang diberikan selama proses penyusunan skripsi ini.
8. Segenap Ibu dan Bapak Dosen, Karyawan beserta Staff Pendidikan Bisnis yang telah membantu dan mendukung kelancaran studi.

Bapak Yusuf selaku Ayah, serta Dinar Damayanti selaku Ibu tercinta dan Yusdini selaku kakak, atas doa, semangat, dan kasih sayang yang selalu mengiringi perjalanan studi penulis hingga menyelesaikan studi di Pendidikan Bisnis

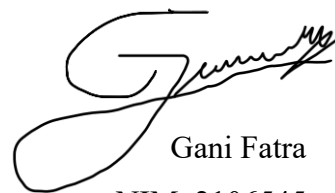
Penulis memohon agar Allah SWT membalas segala bentuk bantuan dan kebaikan yang telah diberikan oleh setiap individu yang turut berkontribusi dalam penyusunan skripsi ini, baik yang disebutkan maupun yang tidak disebutkan secara langsung, dengan limpahan rahmat, karunia, dan perlindungan dari-Nya.

KATA PENGANTAR

Dengan penuh rasa syukur kepada Tuhan Yang Maha Esa, penulis menyampaikan bahwa penyusunan Skripsi yang berjudul “Pengaruh Nilai Yang Dirasakan terhadap Niat Pembelian Ulang melalui Kepuasan Pelanggan (Survei pada Wisatawan Negara Malaysia pengguna Travel Hayukka Bandoeng)” telah berhasil diselesaikan. Skripsi ini disusun untuk menggambarkan sejauh mana Nilai Yang Dirasakan pelanggan (Nilai Yang Dirasakan) dapat memengaruhi kepuasan yang mereka rasakan, yang pada akhirnya berkontribusi terhadap niat mereka untuk melakukan pembelian ulang.

Penulis berharap bahwa hasil dari penelitian ini dapat memberikan manfaat yang nyata, baik bagi pengembangan ilmu pemasaran maupun bagi pelaku industri jasa perjalanan. Meskipun telah berupaya semaksimal mungkin dalam menyusun Skripsi ini, penulis menyadari bahwa masih terdapat kekurangan. Oleh karena itu, penulis dengan tulus mengharapkan adanya kritik dan saran yang membangun sebagai dasar untuk perbaikan dan penyempurnaan di masa mendatang.

Bandung, 8 Agustus 2025



Gani Fatra

NIM. 2106545

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
UCAPAN TERIMA KASIH	iii
KATA PENGANTAR.....	v
DAFTAR ISI.....	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR	xii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	15
1.3 Tujuan Penelitian.....	15
1.4 Kegunaan Penelitian.....	16
BAB II KAJIAN PUSTAKA, KERANGKA PIKIRAN, DAN HIPOTESIS .	17
2.1 Kajian Pustaka.....	17
2.1.1 <i>Marketing Management</i>	17
2.1.2 <i>Consumer Decision Making</i>	18
2.1.3 <i>Output</i>	20
2.1.4. <i>Post Purchase Behavior</i>	20
2.1.5 <i>Analyzing Consumer Market</i>	21
2.1.6 <i>Consumer Behavior</i>	21
2.1.7 <i>The Consumer as an Individual</i>	22
2.1.8 <i>Consumer, Motivation, Personality and Perception</i>	22
2.1.9 <i>Interpretation Consumer Imagery</i>	23
2.1.10 <i>Input</i>	23
2.1.11 <i>Marketing Mix 7P</i>	23
2.1.12 <i>Process</i>	24
2.1.13 <i>Post Purchase Evaluation</i>	24
2.2.14 Konsep Nilai Yang Dirasakan dalam perspektif <i>Consumer Behavior</i>	25

2.2.15 Konsep Kepuasan pelanggan dalam perspektif <i>Consumer Behavior</i>	33
2.2.16 Konsep Niat pembelian ulang dalam Perspektif <i>Consumer Behavior</i>	43
2.2 Kerangka Pemikiran.....	56
2.3 Hipotesis.....	63
BAB III OBJEK DAN METODOLOGI PENELITIAN	64
3.1 Objek Penelitian	64
3.2 Metode Penelitian.....	64
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	64
3.2.2 Operasional Variabel	65
3.2.3 Jenis dan Sumber Data	69
3.3 Populasi, Sampel, dan Teknik Sampling.....	72
3.3.1 Populasi	72
3.3.2 Sampel.....	72
3.3.3 Teknik Sampling	74
3.4 Teknik Pengumpulan Data	75
3.5 Hasil Pengujian Validitas dan Reliabilitas	76
3.5.1 Hasil Pengujian Validitas.....	76
3.5.2 Hasil Pengujian Reliabilitas	81
3.6 Teknik Analisis Data	85
3.6.1 Teknik Analisis Deskriptif.....	86
3.6.2 Analisis Data Verifikatif.....	90
3.6.2.1 Teknik Analisis Data Regresi Linear Berganda dengan Variabel Mediasi.....	90
3.6.3 Uji Asumsi Klasik	97
3.6.3.1 Uji Normalitas	97
3.6.3.2 Uji Multikolinearitas	98
3.6.4 Pengujian Hipotesis.....	98
3.6.4.1 Pengujian Secara Parsial (Uji-t)	98
3.6.4.2 Pengujian Secara Simultan (Uji-F).....	100

BAB IV HASIL PENELITIAN DAN PEMBAHASAN	101
4.1 Hasil Penelitian	101
4.1.1 Profil Perusahaan, Karakteristik dan Pengalaman	101
4.1.2 Karakteristik Responden	102
4.1.3 Pengalaman Pelanggan.....	110
4.1.4 Hasil Pengujian Deskriptif.....	110
4.1.5 Hasil Pengujian Verifikatif.....	139
4.2 Hasil Pembahasan	151
4.2.1 Pembahasan Nilai Yang Dirasakan.....	151
4.2.2 Pembahasan Kepuasan Pelanggan	151
4.2.3 Pembahasan Niat Pembelian Ulang	152
4.2.4 Pengaruh Nilai Yang Dirasakan terhadap Niat Pembelian Ulang melalui Kepuasan Pelanggan.....	152
4.2.5 Implikasi Hasil Penelitian	153
4.2.6 Implikasi Hasil Penelitian Nilai Yang Dirasakan terhadap Niat Pembelian Ulang melalui Kepuasan Pelanggan pada Pendidikan Bisnis.....	159
BAB V KESIMPULAN DAN REKOMENDASI.....	165
5.1 Kesimpulan	165
5.2 Rekomendasi	168
DAFTAR PUSTAKA	170
LAMPIRAN.....	190

DAFTAR TABEL

No. Tabel	Judul	Hal.
1.1	Jumlah Kunjungan Wisman Di Indonesia Pada Tahun 2024.....	8
1.2	Data Penjualan Dan Target Tahunan Hayukka Bandoeng.....	8
1.3	Rekapitulasi Rating dan Ulasan Travel Agent Dimedia Sosial.....	9
1.4	Rekapitulasi Rating dan Ulasan Travel Agent Hayukka Bandoeng Dimedia Sosial	10
1.5	Rekapitulasi Pengikut Media Sosial Travel Agent.....	10
1.6	Jumlah Postingan Yang Dibagikan Pada Media Sosial Tiktok Hayukka Bandoeng	11
2.1	Definisi Nilai Yang Dirasakan Menurut Para Ahli	26
2.2	Dimensi Nilai Yang Dirasakan dalam Penelitian Terdahulu	28
2.3	Definisi Kepuasan Pelanggan Menurut Para Ahli.....	34
2.4	Dimensi Kepuasan Pelanggan dalam Penelitian Terdahulu.....	37
2.5	Definisi Niat Pembelian Ulang Menurut Para Ahli.....	45
2.6	Dimensi Niat Pembelian Ulang dalam Penelitian Terdahulu.....	46
2.7	Penelitian Terdahulu.....	51
3.1	Operasional Variabel	66
3.2	Jenis dan Sumber Data	71
3.3	Jumlah Populasi Penelitian.....	72
3.4	Distribusi Sampel Penelitian	73
3.5	Hasil Uji Validitas Nilai Yang Dirasakan	78
3.6	Hasil Uji Validitas <i>Kepuasan Pelanggan</i>	79
3.7	Hasil Uji Validitas Niat <i>Pembelian Ulang</i>	80
3.8	Hasil Pengujian Reliabilitas Variabel X, Y dan M.....	84
3.9	Skor Alternatif.....	86
3.10	Frekuensi Sederhana.....	87
3.11	Analisis Deskriptif.....	88
3.12	Kriteria Penafsiran Hasil Perhitungan Data Deskriptif	88
3.13	Ukuran Efek Mediasi.....	94
3.14	Kriteria Uji Model Regresi Mediasi	94

3.15	Pedoman Untuk Memberikan Interpretasi Koefisien Determinasi Menurut Guilford	96
4.1	Karakteristik Responden Berdasarkan Jenis Kelamin.....	102
4.2	Karakteristik Responden Berdasarkan Usia	103
4.3	Karakteristik Responden Berdasarkan Status	104
4.4	Karakteristik Responden Berdasarkan Pendidikan Terakhir.....	105
4.5	Karakteristik Responden Berdasarkan Pekerjaan.....	105
4.6	Karakteristik Responden Berdasarkan Penghasilan Perbulan (Sudah Bekerja)	106
4.7	Pengalaman Responden Berdasarkan Sumber Informasi Mengenai Travel Hayukka Bandoeng	107
4.8	Pengalaman Responden Berdasarkan Tujuan Utama Menggunakan Travel Hayukka Bandoeng	108
4.9	Pengalaman Responden terhadap Faktor Pembeda Travel Hayukka Bandoeng dengan Travel lainnya	109
4.10	Pengalaman Responden terhadap Alasan Memilih menggunakan Travel Hayukka Bandoeng	110
4.11	Tanggapan Responden Terhadap <i>Functional Value</i>	111
4.12	Tanggapan Responden Terhadap <i>Social Value</i>	115
4.13	Tanggapan Responden Terhadap <i>Emotional Value</i>	117
4.14	Rekapitulasi Tanggapan Responden Tentang Nilai Yang Dirasakan	120
4.15	Tanggapan Responden Terhadap <i>Expectational satisfaction</i>	122
4.16	Tanggapan Responden Terhadap <i>Perceived satisfaction</i>	125
4.17	Rekapitulasi Tanggapan Responden Tentang Kepuasan pelanggan	128
4.18	Tanggapan Responden Terhadap <i>Preferential Interest</i>	130
4.19	Tanggapan Responden Terhadap <i>Transactional Interest</i>	132
4.20	Tanggapan Responden Terhadap <i>Referential Interest</i>	135
4.21	Rekapitulasi Tanggapan Responden Tentang Niat Pembelian Ulang	138
4.22	Hasil Uji Normalitas.....	140

4.23	Hasil Uji Multikolineritas.....	140
4.24	Hasil Pengujian Linearitas Nilai Yang Dirasakan dan Niat Pembelian Ulang	141
4.25	Hasil Pengujian Linearitas Kepuasan Pelanggan dan Niat Pembelian Ulang	141
4.26	Hasil Persamaan Regresi Pertama	142
4.27	Hasil Persamaan Regresi Kedua.....	143
4.28	Hasil Persamaan Regresi Ketiga	143
4.29	Hasil Persamaan Regresi Keempat.....	144
4.30	Hasil Uji Koefisien Korelasi	146
4.31	Hasil Pengujian Sobel Test.....	147
4.32	Hasil Pengujian <i>Bootstrapping Approach</i>	147
4.33	Uji Hipotesis Simultan	149
4.34	Uji Hipotesis Parsial	150

DAFTAR GAMBAR

No. Gambar	Judul	Hal.
1.1	Penghasilan Bruto Travel Asia Tenggara Tahun 2019 Hingga 2024	6
1.2	Jumlah Kunjungan Wisman Di Indonesia Tahun 2020 Hingga 2024	7
2.1	<i>Consumer Decision Making Model</i>	18
2.2	<i>Model Perceived Value Responding Competitor Price</i>	30
2.3	<i>Model Determinant Of Customer Perceived Value</i>	31
2.4	<i>Model Value Based Pricing Versus Cost Based Pricing</i>	32
2.5	Kano Model Kepuasan Pelanggan	39
2.6	<i>CSAT Model of Customer Satisfaction</i>	41
2.7	<i>ACSI Model of Customer Satisfaction</i>	42
2.8	Model Niat Pembelian Ulang	49
2.9	<i>The Means-End Basic For Involvement</i>	50
2.10	<i>Model Stage of the Consumer Buying</i>	51
2.11	Paradigma Kerangka Pemikiran Pengaruh Nilai Yang dirasakan Terhadap Repurchase Intention Melalui Kepuasan Pelanggan	62
2.12	Paradigma Penelitian Pengaruh Nilai Yang Dirasakan Terhadap Niat Pembelian Ulang Melalui Kepuasan Pelanggan	63
3.1	Garis Kontinum Penelitian Nilai Yang Dirasakan, Kepuasan Pelanggan,Niat Pembelian Ulang.....	90
3.2	Langkah-Langkah Uji Mediasi.....	91
3.3	Simple Mediation Model.....	92
4.1	Garis Kontinum Penilaian Dimensi <i>Functional Value</i>	114
4.2	Garis Kontinum Penilaian Dimensi <i>Social Value</i>	117
4.3	Garis Kontinum Penilaian Dimensi <i>Emotional Value</i>	119
4.4	Garis Kontinum Penilaian Variabel Nilai Yang Dirasakan.....	121
4.5	Garis Kontinum Penilaian Dimensi Expectation satisfaction	124
4.6	Garis Kontinum Penilaian Dimensi <i>Perceived satisfaction</i>	127
4.7	Garis Kontinum Penilaian Variabel Kepuasan Pelanggan	129

4.8	Garis Kontinum Penilaian Dimensi <i>Preferential Interest</i>	132
4.9	Tanggapan Responden Terhadap <i>Transactional Interest</i>	134
4.10	Tanggapan Responden Terhadap <i>Referential Interest</i>	137
4.11	Garis Kontinum Penilaian Variabel Niat Pembelian Ulang.....	139
4.12	Diagram Analisis <i>Simple Mediation Model</i>	148

DAFTAR PUSTAKA

- Abrar, K., Zaman, S., and Satti, Z. W. (2017): Impact of online store atmosphere, customized information and kepuasan pelanggan on online niat pembelian ulang, *GMJACS*, 7(2), 13.
<https://doi.org/10.24857/rgsa.v18n4-081>
- Alfin, R., and Qomariah, N. (2023): Study of the Influence of Price, Service Quality, Satisfaction, and Niat pembelian ulangs at Citramulia Travel and Tour Lombok: Kajian Pengaruh Price, Service Quality, Satisfaction, dan Niat pembelian ulangs di Citramulia Travel and Tour Lombok, *Journal of Multidisciplinary Science*, 3(1), 209–222.
<https://doi.org/10.58330/prevenire.v2i4.340>
- Ande, D. F., Wahyuni, S., and Kusumastuti, R. D. (2023): Investigating the impact of service leaders' competencies, organisational service orientation, network capabilities, and perceived service quality on Umrah travel agencies' performance, *Journal of Islamic Marketing*, 15(3), 653–681.
<https://doi.org/10.1108/JIMA-06-2022-0185>
- Anwar et al., (2021): Strategic imperatives of mobile commerce in developing countries: the influence of consumer innovativeness, ubiquity, Nilai Yang Dirasakan, risk, and cost on usage: *Journal of Strategic Marketing*: Vol 29, No 8, retrieved November 25, 2024, from internet: <https://www.tandfonline.com/doi/abs/10.1080/0965254X.2020.1786847>.
- App Store (2022): Pratinjau Mister Aladin, Traveloka, tiket.com, Pegipegi, , retrieved from internet: <https://apps.apple.com/id/app/mister-aladin-travel-shop/id1144403123?l=id>.
- Aruan and Felicia Felicia (2019): Factors influencing travelers' behavioral intentions to use P2P accommodation based on trading activity: Airbnb vs Couchsurfing | Emerald Insight, retrieved November 25, 2024, from internet: <https://www.emerald.com/insight/content/doi/10.1108/ijcthr-03-2019-0047/full/html>.
- Bagyarta, S. D., and Dharmayanti, D. (2014): Analisa Pengaruh Hedonic dan Utilitarian Value Terhadap Niat pembelian ulang pada Industri Pusat Kebugaran Kelas Menengah Atas di Sidoarjo, *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–11.
- Bao, J. (2015): The impacts of e-service quality on customers' niat pembelian ulang in platform online retailing: An empirical investigation, *Wuhan International Conference on E-Business 2015 Proceedings*, 298–306.
- Bernarto, I., Purwanto, A., Tulung, J. E., and Pramono, R. (2024): The Influence of Nilai Yang Dirasakan, And Trust on Wom and Its Impact on Niat pembelian

ulang, *Revista de Gestão Social e Ambiental*, **18**(4), e04983–e04983.
<https://doi.org/10.24857/rgsa.v18n4-081>

Boksberger, P. E., and Melsen, L. (2011): Nilai Yang Dirasakan: a critical examination of definitions, concepts and measures for the service industry, *Journal of Services Marketing*, **25**(3), 229–240.
<https://doi.org/10.1108/08876041111129209>

Buku_UMKM_Final.pdf. (n.d.): .

Bulut, Z. A., and Karabulut, A. N. (2018): Examining the role of two aspects of eWOM in online niat pembelian ulang: An integrated trust–loyalty perspective, *Journal of Consumer Behaviour*, **17**(4), 407–417.

Cengiz, E. (2010): Measuring kepuasan pelanggan: must or not, *Journal of Naval Science and Engineering*, **6**(2), 76–88.

Chen, J. H., and Fu, J.-R. (2018): On the effects of Nilai Yang Dirasakan in the mobile moment, *Electronic Commerce Research and Applications*, **27**, 118–128. <https://doi.org/10.1016/j.elerap.2017.12.009>

Cheng, Y.-S. (2021): The effect of content marketing on niat pembelian ulang: a study of online travel agencies, *International Journal of Organizational Innovation (Online)*, **14**(2), 25–36.

Cromwell, T. (2011): The East West Nation Brand Perception Indexes and Reports: Perception Measurement and Nation Branding, 102–111 in F. M. Go and R. Govers, eds., *International Place Branding Yearbook 2011: Managing Reputational Risk*, Palgrave Macmillan UK, London.
https://doi.org/10.1057/9780230343320_9

Dash, G., Sharma, C., and Sharma, S. (2023): Sustainable Marketing and the Role of Social Media: An Experimental Study Using Natural Language Processing (NLP), *Sustainability*, **15**(6), 5443.
<https://doi.org/10.3390/su15065443>

David opresnik (2017): An evolving fuzzy inference system for extraction of rule set for planning a product–service strategy | Information Technology and Management, retrieved November 26, 2024, from internet: <https://link.springer.com/article/10.1007/s10799-015-0242-4>.

Dewi, C. R. A., Yasa, N. N. K., Giantari, I., Sukawati, T. G. R., Setiawan, P. Y., and Setini, M. (2020): The Effect of Security, Trust and Ease of Use towards Niat pembelian ulangs Mediated by E-satisfaction on Online Travel Agent, *Jour of Adv Research in Dynamical & Control Systems*, **12**(8), 340–354.

Dewi Pratiwi Indriasar, Arief Sirajuddin, H. H. (2021): Pengaruh Customer Experience terhadap Niat pembelian ulang Produk Online dengan Kepuasan pelanggan sebagai Variable Intervening | Management and Accounting

Gani Fatra, 2025

PENGARUH NILAI YANG DIRASAKAN TERHADAP NIAT PEMBELIAN ULANG MELALUI KEPUASAN PELANGGAN (SURVEI PADA WISATAWAN NEGARA MALAYSIA PENGGUNA TRAVEL HAYUKKA BANDOENG)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Research Statistics, retrieved October 30, 2024, from internet: <https://jurnal.ilrscentre.or.id/index.php/mars/article/view/10>.

- Dias, T., Simanjuntak, M., and Nurhayati, P. (2023): Determinan Factors of Decision to Choose Online Travel Agent to Book a Place to Stay, *Jurnal Doktor Manajemen (JDM)*, **6**. <https://doi.org/10.22441/jdm.v6i1.17417>
- Djakasaputra, A., Wijaya, O., Utama, A., Yohana, C., Romadhoni, B., and Fahlevi, M. (2021): Empirical study of Indonesian SMEs sales performance in digital era: The role of quality service and digital marketing, *International Journal of Data and Network Science*, **5**(3), 303–310.
- Dodds, W. B. (2015): The Exchange Value Concept in Marketing, M. Levy and D. Grewal, eds., *Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference*, Springer International Publishing, Cham, 459–463. https://doi.org/10.1007/978-3-319-13159-7_103
- Doeim, A. R., Hassan, T. H., Helal, M. Y., Saleh, M. I., Salem, A. E., and Elsayed, M. A. S. (2022): Service Value and Niat pembelian ulang in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model, *International Journal of Environmental Research and Public Health*, **19**(23), 15779. <https://doi.org/10.3390/ijerph192315779>
- Donsuchit, T., and Nuangjamnong, C. (2022): Determinants of Influencing Customer Loyalty and Niat pembelian ulang toward Mobile Application Food Delivery Service in Bangkok, *International Research E-Journal on Business and Economics*, **7**(1), 1–14.
- Dr. Bahman Moghimi (PhD, D. (2024): Exploring the Influence of Corporate Reputation and Image, Mediated by Corporate Social Responsibility (CSR) Practices, on Kepuasan pelanggan: A Case Study of Georgia Holiday Tourism company in Georgia, *Onomazein*, (64 (2024): June), 1–15.
- Durmaz, D., Diyarbakırlıoğlu, I., and Durmaz, Y. (2011): A Theoretical Approach to the Strength of Motivation in Customer Behavior, *Global Journal of human social science*, **11**, 37–43.
- Elgarhy, S. D., Abdel Rahieem, W. M. A. N., and Abdulmawla, M. (2024): Influences of Gamification on Niat pembelian ulang and Intrinsic Motivations in Egyptian Hotels and Travel Agencies: The Mediating Role of Customer Engagement, *Journal of Quality Assurance in Hospitality & Tourism*, **25**(2), 397–419. <https://doi.org/10.1080/1528008X.2023.2194705>
- Fajar, F., Priharsari, D., and Rokhmawati, R. I. (2022): Pengaruh Reputation dan EWOM terhadap Niat pembelian ulang Konsumen pada E-Commerce, *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, **6**(6), 3007–3016.

- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., and Lim, K. H. (2014): Trust, satisfaction, and online niat pembelian ulang, *Mis Quarterly*, **38**(2), 407-A9.
- Fauzan, R., and Ute, D. (2021): Analysis the effect of web quality and fulfillment on satisfaction and its impact on niat pembelian ulang, *Performance: Jurnal Personalia, Financial, Operasional, Marketing Dan Sistem Informasi*, **28**(1), 82–92.
- Fazal-e-Hasan, S. M., Ahmadi, H., Kelly, L., and Lings, I. N. (2019): The role of brand innovativeness and customer hope in developing online niat pembelian ulangs, *Journal of Brand Management*, **26**(2), 85–98.
- Fikri, M., and Lisdayanti, A. (2020): Influence of promotion mix and perceived usefulness in improving the niat pembelian ulang of Linkaja applications, *International Journal of Finance & Banking Studies (2147-4486)*, **9**(1), 76–84.
- Fornell et al, C. et al (1996): The American Kepuasan pelanggan Index: Nature, Purpose, and Findings - Claes Fornell, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha, Barbara Everitt Bryant, 1996, retrieved November 24, 2024, from internet: <https://journals.sagepub.com/doi/abs/10.1177/002224299606000403>.
- Frost, D., Goode, S., and Hart, D. (2010): Individualist and collectivist factors affecting online niat pembelian ulangs, *Internet Research*.
- Fu, X., Bin, Z., Xie, Q., Liuli, X., and Yu, C. (2011): Impact of quantity and timeliness of EWOM information on consumer's online purchase intention under C2C environment, *Asian Journal of Business Research*, **1**(2).
- Gholipour Soleimani, A., and Einolahzadeh, H. (2018): The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies), *Cogent Social Sciences*, **4**(1), 1560651. <https://doi.org/10.1080/23311886.2018.1560651>
- Ginting, Y., Chandra, T., Miran, I., and Yusriadi, Y. (2023): Niat pembelian ulang of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and kepuasan pelanggan mediation, *International Journal of Data and Network Science*, **7**(1), 329–340.
- Hakim, M. R., and Sobari, N. (2021): Factors influencing consumers' attitude and niat pembelian ulang towards Online Food Delivery (OFD) services in Indonesia, 161–165 in *Contemporary Research on Business and Management*, CRC Press.
- Harianto, T., and Berlianto, M. P. (2022): Effect of Price, Health Consciousness, Food-Safety Concern, Prestige, Affordances, Visibility, Trust, and

Kepuasan pelanggan on Niat pembelian ulang Online Food Delivery (OFD) To Customers in Jakarta, *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, **5**(2).

Haryono (2016): *Metode Penelitian SEM* (1st ed.) (H. Mintardja, Ed.), PT.Duta Bumi Raya, Bekasi. <https://doi.org/doi: 10.1017/CBO9781107415324.004>

Haryono, S., and Wardoyo, P. (2012): Structural equation modeling, *Bekasi: PT Intermedia Personalia Utama*.

Hasan, A. (2013): Marketing dan kasus-kasus pilihan.

Hikmat, R. (2022): Analisis Faktor-Faktor Niat Beli Ulang dalam Pembelian Online, *COMSERVA Indonesian Jurnal of Community Services and Development*, **2**, 527–541. <https://doi.org/10.59141/comserva.v2i5.676>

HR Asri, E Sentyarini, HA Gisijanto (2022): PENGARUH PENGALAMAN PELANGGAN DAN KEPERCAYAAN TERHADAP NIAT BELI ULANG MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI | Eqien - Jurnal Ekonomi dan Bisnis, retrieved October 30, 2024, from internet: <https://stiemuttaqien.ac.id/ojs/index.php/OJS/article/view/1283>.

Huang, S. (Sam), Qu, H., and Wang, X. (2023): Impact of green marketing on peer-to-peer accommodation platform users' niat pembelian ulang and positive word-of-mouth: mediation of trust and consumer identification, *International Journal of Contemporary Hospitality Management*, **36**(3), 691–712. <https://doi.org/10.1108/IJCHM-10-2022-1300>

Imas, L. A. R. (2020): The Influence of Perceived Usefulness, Perceived Ease of Use, and Sales Promotion to Niat pembelian ulang of e-Wallet Users: Case Study of OVO in Sidoarjo, Universitas Brawijaya.

Johan, I. S., Indriyani, R., and Vincēviča-Gaile, Z. (2020): Measuring niat pembelian ulang on fashion online shopping, *SHS Web of Conferences*, EDP Sciences, **76**, 1015.

Jones (2014): (13) The 5 Stages of the Buying Process and Why You Must Master Them | LinkedIn, retrieved June 11, 2024, from internet: <https://www.linkedin.com/pulse/5-stages-buying-process-why-you-must-master-them-los-silva/>.

Kae sung moon et al., (2013): A mediating role of destination image in the relationship between event quality, Nilai Yang Dirasakan, and behavioral intention: *Journal of Sport & Tourism*: Vol 18, No 1, retrieved November 25, 2024, from internet: <https://www.tandfonline.com/doi/abs/10.1080/14775085.2013.799960>.

Gani Fatra, 2025

PENGARUH NILAI YANG DIRASAKAN TERHADAP NIAT PEMBELIAN ULANG MELALUI KEPUASAN PELANGGAN (SURVEI PADA WISATAWAN NEGARA MALAYSIA PENGGUNA TRAVEL HAYUKKA BANDOENG)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Katadata.co.id (2019): Proyeksi Nilai Transaksi Travel Online 2019 dan 2025, ,
retrievedfrominternet:
<https://databoks.katadata.co.id/datapublish/2019/10/14/pariwisata-tumbuh-potensi-travel-online-indonesia-tertinggi-di-asia-tenggara>.
- Khairy et al., (2023): Perceived Environmental Corporate Social Responsibility Effect on Green Nilai Yang Dirasakan and Green Attitude in Hospitality and Tourism Industry: The Mediating Role of Environmental Well-Being, retrieved November 25, 2024, from internet: <https://www.mdpi.com/2071-1050/15/6/4746>.
- Konuk, F. A. (2019): The influence of perceived food quality, price fairness, Nilai Yang Dirasakan and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants, *Journal of Retailing and Consumer Services*, **50**, 103–110.
<https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kopetz, C. E., Kruglanski, A. W., Arens, Z. G., Etkin, J., and Johnson, H. M. (2012): The dynamics of consumer behavior: A goal systemic perspective, *Journal of Consumer Psychology*, **22**(2), 208–223.
<https://doi.org/10.1016/j.jcps.2011.03.001>
- Kortge, G. D., and Okonkwo, P. A. (1993): Nilai Yang Dirasakan approach to pricing, *Industrial Marketing Management*, **22**(2), 133–140.
[https://doi.org/10.1016/0019-8501\(93\)90039-A](https://doi.org/10.1016/0019-8501(93)90039-A)
- Kotler, G., Adam, S., Denize, S., and Kotler, P. (2014): *Principles of Marketing*, Pearson Australia, 601.
- Kotler, P., and Keller, K. (1994): *Marketing Management*.
- Kotler, P., and Keller, K. (2006): *Marketing Management*, Upper Saddle River, New Jersey.
- Kotler, P., and Keller, K. L. (2016): *Marketing Management*, Pearson, 692.
- Kotler, P., Keller, K. L., Manceau, D., and Hémonnet-Goujot, A. (2015): *Marketing management* (Vol. 14), Englewood Cliffs, NJ: Prentice Hall. Kiley, D.(2005). *Hey Advertisers, TiVo Is Your Friend. BusinessWeek*, **17**, 97–98.
- Kotler, P., Pfoertsch, W., and Sponholz, U. (2021): h2h marketing: putting trust and brand in strategic management focus, **20**(2).
- Kwangyong, S., Shen, Z., Shin, H., Zhang, S., Chen, K., and Li, L. (2021): The mechanism of how integrated marketing communications influence on the Chinese online customer's niat pembelian ulang, *Science Journal of Business and Management*, **9**(1), 26–38.

- Laparojkit, S., and Suttipun, M. (2022): The causal factors influencing niat pembelian ulangs of local tourists in Thailand during COVID-19 crisis, *Journal of Tourism Futures*, **ahead-of-print**(ahead-of-print). <https://doi.org/10.1108/JTF-05-2021-0122>
- Law, C. C. H., Zhang, Y., and Gow, J. (2022): Airline service quality, kepuasan pelanggan, and niat pembelian ulang: Laotian air passengers' perspective, *Case Studies on Transport Policy*, **10**(2), 741–750. <https://doi.org/10.1016/j.cstp.2022.02.002>
- Lee, L., and Charles, V. (2021): The impact of consumers' perceptions regarding the ethics of online retailers and promotional strategy on their niat pembelian ulang, *International Journal of Information Management*, **57**, 102264. <https://doi.org/10.1016/j.ijinfomgt.2020.102264>
- Leonnard, S. E. (2017): The relationship of service quality, word-of-mouth, and niat pembelian ulang in online transportation services, *Journal of Process Management and New Technologies*, **5**(4).
- Lestari, E. D., Boari, Y., Bonsapia, M., and Anes, S. M. (2023): Peran Pemerintah Terhadap Pengembangan Sektor Pariwisata di Kabupaten Biak Numfor, *Journal of Economics Review (JOER)*, **3**(1), 21–35. <https://doi.org/10.55098/joer.3.1.21-35>
- Lestari, V. T., and Ellyawati, J. (2019): Effect of e-service quality on niat pembelian ulang: Testing the role of e-satisfaction as mediator variable, *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, **8**(7), 158–162.
- LG Schiffman and J Wisenblit (2019): Consumer Behavior, Global Edition, 12th edition, retrieved November 25, 2024, from internet: <https://www.pearson.com/en-au/subject-catalog/p/consumer-behavior-global-edition/P200000005370/9781292269269>.
- Li, T. (Tina), Liu, F., and Soutar, G. N. (2021): Experiences and value perceptions of an ecotourism trip – an empirical study of outbound Chinese tourists, *Tourism Recreation Research*, **46**(3), 333–344. <https://doi.org/10.1080/02508281.2020.1804736>
- Lin, Y.-M., Kao, S.-C., Tao, Y.-H., and Wu, C. (2015): The role of consumption value and product types in niat pembelian ulang of printed and online music products: The Taiwan's case, *International Conference on Multidisciplinary Social Networks Research*, Springer, 16–29.
- Liu, H. (2021): Nilai Yang Dirasakan Dimension, Product Involvement and Purchase Intention for Intangible Cultural Heritage Souvenir, *American Journal of Industrial and Business Management*, **11**(01), 76. <https://doi.org/10.4236/ajibm.2021.111006>

- Liu, T.-H. (2012): *Effect of e-service quality on customer online Niat Pembelian Ulang*, Lynn University.
- Malhotra, N. K. (2015): *Essentials of Marketing Research* (Global Edi), Pearson Education Limited, Edinburgh.
- Malhotra, N. K., and Birks, D. S. (2013): *Marketing Research : An Applied Approach*, 856.
- Matute, J., Polo-Redondo, Y., and Utrillas, A. (2016): The influence of EWOM characteristics on online niat pembelian ulang: Mediating roles of trust and perceived usefulness, *Online Information Review*.
- McDaniel, and Gates (2015): *Marketing Research* (10th ed.).
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-A., and Javed, M. K. (2021): The influence of e-kepuasan pelanggan, e-trust and Nilai Yang Dirasakan on consumer's niat pembelian ulang in B2C e-commerce segment, *Asia Pacific Journal of Marketing and Logistics*, **34**(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Morgeson, F. V., Hult, G. T. M., Sharma, U., and Fornell, C. (2023): The American Kepuasan pelanggan Index (ACSI): A sample dataset and description, *Data in Brief*, **48**, 109123. <https://doi.org/10.1016/j.dib.2023.109123>
- Mothersbaugh, D. L., and Hawkins, D. I. (2016): *Consumer behavior : building marketing strategy*, McGraw-Hill, retrieved November 25, 2024 from internet: <https://thuvienso.hoasen.edu.vn/handle/123456789/9981>.
- Muhson, A. (2006): Teknik Analisis Kuantitatif 1 TEKNIK ANALISIS KUANTITATIF, *Academia*, 1–7.
- Nassè, D. T. B. (2021): The concept of consumer behavior: definitions in a contemporary marketing perspective, *International Journal of Management & Entrepreneurship Research*, **3**(8), 303–307. <https://doi.org/10.51594/ijmer.v3i8.253>
- Nasution, L. M. (2017): Statistik deskriptif, *Jurnal Hikmah*, **14**(1). <https://doi.org/10.1021/ja01626a006>
- Neda, I., and Kambiz, H. H. (2011): The effects of Iranian consumers's buying tendencies on utilitarian and hedonic shopping value, *African Journal of Business Management*, **5**(17), 7449–7460.
- Nguyen, L., Nguyen, T. H., and TAN, T. K. P. (2021): An Empirical Study of Customers' Satisfaction and Niat pembelian ulang on Online Shopping in Vietnam, *The Journal of Asian Finance, Economics and Business*, **8**(1), 971–983.

- Ningrum, D. A., and Rizan, M. (2021): The Effect of Service Quality and Brand Image on Niat pembelian ulang With Brand Trust as Mediating Variable By The Generation Z of E-Wallet Consumers in Jakarta, *Journal Research of Social, Science, Economics, and Management*, **1**(4), 340–361.
- Olaru, D., Purchase, S., and Peterson, N. (2008): From customer value to niat pembelian ulangs and recommendations, *Journal of Business & Industrial Marketing*.
- Otivia, E., and Sukaatmadja, I. P. G. (2020): Antecedent Niat pembelian ulang to Customers of Emina's Cosmetic Products via Online, *American Journal of Humanities and Social Sciences Research*, **4**(1), 400–406.
- Pandiangan, S. M. T., Resmawa, I., Simanjuntak, O. D. P., Sitompul, P. N., and Jefri, R. (2021): Effect of E-Satisfaction on Niat pembelian ulang in Shopee User Students, *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, **4**(4), 7785–7791.
- Peter, J. P., Olson, J. C., and Grunert, K. G. (1999): *Consumer behaviour and marketing strategy*, McGraw-hill London, UK:
- Prabowo, H., Hamsal, M., and Simatupang, B. (2019): e-Marketing and Service Quality on Niat pembelian ulang of Online Transportation, *2019 International Conference on Information Management and Technology (ICIMTech)*, IEEE, **1**, 324–329.
- Prahiawan, W., Juliana, J., and Purba, J. T. (2021): The role of e-satisfaction, e-word of mouth and e-trust on niat pembelian ulang of online shop, *Anser, MK, Tabash, MI, Nassani, AA, Aldakhil, AM, & Yousaf*, (2021).
- Prasetya Nugroho, A., and Rahayu Hijrah Hati, S. (2020): Determinants of niat pembelian ulang and switching intention: analysis of online travel agent, peer-to-peer accommodation, and virtual hotel operator platforms, *Market-Tržište*, **32**(1), 79–96.
- Ramadhani et al., (2024): Exploring Tourists's Behavioral Patterns in Bali's Top-Rated Destinations: Perception and Mobility, retrieved November 25, 2024, from internet: <https://www.mdpi.com/0718-1876/19/2/40>.
- Razak, N. S. A., Ahmad, A. H., and Marimuthu, M. (2016): The effect of website quality on niat pembelian ulang in travel agency's website in malaysia, *First International Conference on Advanced Business and Social Sciences*. ISBN, **978**, 1139–1156.
- Rofiqoh, I., Zulhawati, Z., Buchdadi, A. D., & Gurendrawati, E. (2023). UMKM Naik Kelas (Pemberdayaan Ekonomi Skala Mikro).

- Sakariyau, A. O., Taiwo, M. O., and Ajagbe, O. W. (2016): An Investigation on Secondary School Students' Attitude towards Science in Ogun State, Nigeria, *Journal of Education and Practice*, **7**(28), 125–128.
- Sangroya, D., and Nayak, J. K. (2017): Factors influencing buying behaviour of green energy consumer, *Journal of Cleaner Production*, **151**, 393–405. <https://doi.org/10.1016/j.jclepro.2017.03.010>
- Schiffman, L. G., and Wisenblit, J. (2019): *Consumer Behavior* (12th ed.) (L. Allbeli, Ed.), Pearson Education Limited, New York, 509.
- Schiffman, Leon G., W., Joe (2023): Consumer behavior / Leon G. Schiffman, Joe Wisenblit | OPAC Perpustakaan Nasional RI., , retrieved June 10, 2024, from internet: <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1331562>.
- Sekaran, U., and Bougie, R. (2016a): *Research Methods for Business*, 420.
- Sekaran, U., and Bougie, R. (2016b): *Research Methods for Business*, 420.
- Setyorini, R., and Nugraha, R. P. (2017): The effect of trust towards online niat pembelian ulang with perceived usefulness as an intervening variable: A study on KASKUS marketplace customers, *Jurnal Internasional*, **9**(1), 1–7.
- Shelviana, M., Rahadhini, M., and Wibowo, E. (2020): pengaruh faktor budaya, sosial, pribadi dan psikologi terhadap keputusan pembelian konsumen, *jurnalekonomidankewirausahaan*, **19**. <https://doi.org/10.33061/jeku.v19i1.3948>
- Similarweb (2021): misteraladin.com Website Performance, , retrieved from internet: https://pro.similarweb.com/#/sales/account-review/overview/website-performance/traveloka.com,misteraladin.com,pegipegi.com,tiket.com/*/360/3m?webSource=Total.
- Similarweb (2022): misteraladin.com Website Performance, , retrieved from internet: https://pro.similarweb.com/#/sales/account-review/overview/website-performance/traveloka.com,misteraladin.com,pegipegi.com,tiket.com/*/360/3m?webSource=Total.
- Siregar, A. D. (12 September 2019): *Hubungan Komitmen Organisasi dan Kualitas Kehidupan Kerja Dengan Kinerja Karyawan di PT.Kaltimex Energy Medan*, Thesis, Universitas Medan Area, retrieved November 28, 2024from internet: <https://repository.uma.ac.id/handle/123456789/13666>.
- Situmorang, S. H., Muda, I., Doli, M., and Fadli, F. S. (2010): *Analisis data untuk riset manajemen dan bisnis*, USUpress.

- Son, N. P. (2022): AN ANALYSIS ON FOREIGN TRAVEL SERVICE OF VIETNAMESE CUSTOMER'S NIAT PEMBELIAN ULANG, *International Journal of Education*, **2**.
- Sudirjo, F., Oetomo, D. S., Putrianti, F. G., Abubakar, F., and Sinaga, V. L. (2024): Analysis of The Influence of Price, Digital Advertising and E-Service Quality on Digital Niat pembelian ulang of Online Travel Platform Users, *Jurnal Informasi Dan Teknologi*, 170–175. <https://doi.org/10.60083/jidt.v6i1.493>
- Sugiyono (2013): Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D), *Bandung: Alfabeta*.
- Sun, B. (2006): Invited Commentary—Dynamic Structural Consumer Models and Current Marketing Issues, *Marketing Science*, **25**(6), 625–628. <https://doi.org/10.1287/mksc.1050.0190>
- Sun, S., Law, R., Schuckert, M., and Hyun, S. S. (2022): Impacts of mobile payment-related attributes on consumers' niat pembelian ulang, *International Journal of Tourism Research*, **24**(1), 44–57.
- Suryantara, A. B. (2019): Strategi Bersaing Agen Perjalanan Konvensional Di Era Digital: Studi Pada PT. Jasa Nusa Wisata, *JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)*, **3**(2), 101. <https://doi.org/10.29408/jpek.v3i2.1658>
- Suziana, S., Nefa, M. A., and Agriqisthi, A. (2024): Pengaruh Brand Image, Perceived Quality, Dan Nilai Yang Dirasakan Terhadap Niat pembelian ulang Pada Brand Kosmetik Wardah Bagi Konsumen Wanita Di Kota Padang, *Jurnal Ekonomika Dan Bisnis*, **4**(4), 735–747. <https://doi.org/10.47233/jebis.v4i4.1997>
- Swapana, M., and Padmavathy, C. (2017): Jan Star a Conceptual Model and Implications, *Sona Global Management Review*, **11**(1), 18–23.
- Sweeney, J. C., and Soutar, G. N. (2001): Consumer Nilai Yang Dirasakan: The development of a multiple item scale, *Journal of Retailing*, **77**(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tanskanen, Ida (2024): Consumer decision-making in medical tourism: analyzing the factors influencing the destination choice, , retrieved June 10, 2024, from internet: <https://aaltodoc.aalto.fi/items/008fb3e1-7732-4ba7-9d29-aca31ba43a4f>.
- Trif, S.-M. (2013): the influence of overall satisfaction and trust on customer loyalty., *Management & Marketing*, **8**(1).

- Trivedi, S. K., and Yadav, M. (2018): Predicting online niat pembelian ulangs with e-satisfaction as mediator: a study on Gen Y, *VINE Journal of Information and Knowledge Management Systems*.
- T.R.Thiruvengktraj, and S, V. (2017): a study on customer perception, *international journal for research trends and innovation*, **2**(5), 126–130.
- Tsai, H.-T., Chang, H.-C., and Tsai, M.-T. (2016): Predicting niat pembelian ulang for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility, *Electronic Commerce Research*, **16**(3), 375–399.
- Walsh, G., Gwinner, K. P., and Swanson, S. R. (2004): What makes mavens tick? Exploring the motives of market mavens' initiation of information diffusion, *Journal of Consumer Marketing*, **21**(2), 109–122. <https://doi.org/10.1108/07363760410525678>
- Wen, J., Zheng, S., Huang, D., Mai, X., and Liu, X. (2023): Co-creation experience in travel photography service: exploring the formative mechanism of niat pembelian ulang from the perspective of script theory, *Current Issues in Tourism*, **26**(23), 3794–3812. <https://doi.org/10.1080/13683500.2022.2148519>
- Wenninger, A., Rau, D., and Röglinger, M. (2022): Improving kepuasan pelanggan in proactive service design, *Electronic Markets*, **32**(3), 1399–1418. <https://doi.org/10.1007/s12525-022-00565-9>
- Wijaya, T. (2009): *Analisis SEM dengan AMOS versi 18*, Universitas Atmajaya, Yogyakarta.
- Willems, L. M., Baier, H., Bien, C. G., Bösebeck, F., Dümpelmann, M., Hamer, H. M., Kellinghaus, C., Knake, S., Schreiber, M., Staack, A. M., Surges, R., Tergau, F., von Podewils, F., Weber, Y., Wehner, T., Winter, Y., Philipp Zöllner, J., Strzelczyk, A., and Rosenow, F. (2021): Satisfaction with and reliability of in-hospital video-EEG monitoring systems in epilepsy diagnosis – A German multicenter experience, *Clinical Neurophysiology*, **132**(9), 2317–2322. <https://doi.org/10.1016/j.clinph.2021.04.020>
- Williams, P., and Soutar, G. N. (2009): VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS IN AN ADVENTURE TOURISM CONTEXT, *Annals of Tourism Research*, **36**(3), 413–438. <https://doi.org/10.1016/j.annals.2009.02.002>
- Woo and Kim (2019): Consumer attitudes and buying behavior for green food products: From the aspect of green Nilai Yang Dirasakan (GPV) | Emerald Insight, retrieved November 25, 2024, from internet: <https://www.emerald.com/insight/content/doi/10.1108/bfj-01-2018-0027/full/html>.

- Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., and Cheng, S.-L. (2014): Nilai Yang Dirasakan, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective, *Journal of Business Research*, **67**(1), 2768–2776.
- Yang, A. J.-F., Wu, S.-H., and Wu, P.-Y. (2019): An empirical investigation of the factors influencing online niat pembelian ulang: evidence from the hotel industry, *International Journal of Agriculture Innovation, Technology and Globalisation*, **1**(2), 114–127.
- Yeong kim et al., (2017): The Effects of Nilai Yang Dirasakan, Website Trust and Hotel Trust on Online Hotel Booking Intention, retrieved November 25, 2024, from internet: <https://www.mdpi.com/2071-1050/9/12/2262>.
- Yuen, E. F. T., and Chan, S. S. L. (2010): The effect of retail service quality and product quality on customer loyalty, *Journal of Database Marketing & Customer Strategy Management*, **17**(3), 222–240.
- Yulisetiarni, D., Husnawiyah, D., and Afandi, M. F. (2021): The Effect of Trust, Competitive Price, and Application Quality on Niat pembelian ulang of Online Travel Agent Traveloka.
- Zakhidov, D. (2024): leveraging maximum likelihood method for community detection in social networks: a new frontier in marketing, *Raqamli Iqtisodiyot va Axborot Texnologiyalari*, **4**(1), 21–30.
- Zeithaml83ServiceFirms-libre.pdf. (n.d.): .
- Zhalinska, I. V., and Жалінська, I. B. (2023): The domain of omnichannel in marketing: approaches and scopes of research, retrieved November 28, 2024 from internet: <http://eztuir.ztu.edu.ua/jspui/handle/123456789/8287>.
- A. Parasuraman, Valarie A. Zeithaml, & Leonard L. Berry. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*.
- Abu Amar Fauzi, & Tatik Suryani. (2019). Mengukur pengaruh kualitas layanan dengan menggunakan model CARTER terhadap kepuasan, kepercayaan dan loyalitas nasabah pada perbankan syariah di Indonesia. *Jurnal Pemasaran Islam* .
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Nilai Yang Dirasakan. *Jindal Journal of Business Research*, **8**.
- Ashfaq, M. (2020). Effect of Green Logistics on Sustainability Performance in Malaysia Manufacturing Companies. *International Journal of Psychosocial Rehabilitation*, **24**(1), 784–792.
<https://doi.org/10.37200/ijpr/v24i1/pr200183>

- Badan Pusat Statistik. (2023). *Statistik Indonesia: Statistical Yearbook Of Indonesia 2023*. Badan Pusat Statistik(BPS - Statistics Indonesia). <https://www.bps.go.id/id/publication/2023/02/28/18018f9896f09f03580a614b/statistik-indonesia-2023.html>
- Bambang Widjajanta, Puspo dewi Dirgantari, Alzamira Zandam Nabila, & Abdurokhim. (2024). Evolution of Localized Brands and The Influence of Cultural Norms: Analysis of Sociolla Loyalty and Trust. *Evolutionary Studies in Imaginative Culture*.
- Boksberger, P. E., & Melsen, L. (2011). Nilai Yang Dirasakan: A Critical Examination of Definitions, Concepts and Measures for the Service Industry. *Journal of Services Marketing*.
- BPS. (2021). *Statistik Wisatawan Nusantara 2021*. Badan Pusat Statistik.
- Chen, C. F., & Chen, F. S. (2010). Experience Quality, Nilai Yang Dirasakan, Satisfaction and Behavioral Intentions for Heritage Tourists. *Tourism Management*,.
- Chen, Z. G. , Chong, K. C., & Ng, R. W. Y. ,. (2021). A Global Analysis of Replacement of Genetic Variants of SARS-CoV-2 in Association with Containment Capacity and Changes in Disease Severity. . *Clinical Microbiology and Infection*.
- Chi, C. G., & Gursoy, D. (2009). Employee Satisfaction, Customer Satisfaction, and Financial Performance: An Empirical Examination. *International Journal of Hospitality Management*.
- Chiu, S.-M., Kuo, T., Yang, W.-H., & Lu, I.-Y. (2019). Understanding Customer Experiences and Continuance Intention in Mobile Shopping. *International Journal of Economics and Management Systems*, 4, 128–137. <http://www.iiar.org/iiar/journals/ijems>
- Cruz-Cárdenas, J., Gonzalez, R., & del Val, T. (2015). The use of disliked gifts from a consumer behavior perspective. *Journal of Business Research*, 68. <https://doi.org/10.1016/j.jbusres.2015.02.008>
- Dini Djakiyah, Elyanti Rosmanidar, & Fauzan Ramli. (2024). Pengaruh Pendapatan dan Kebutuhan Terhadap Pola Konsumsi Masyarakat Pada Kecamatan Alam Barajo Kota Jambi. *Jurnal Pendidikan Tambusai*, 8(1).
- Dirgantari, P. D., Yusary, S., Wibowo, L. A., Hidayat, Y. M., Soegoto, E. S., Mahphoth, M. H. Bin, & Martha, J. A. (2022). Increase brand loyalty through brand benefits on domestic products in indonesia. *Journal of Eastern European and Central Asian Research*, 9(5), 802–814. <https://doi.org/10.15549/jeeecar.v9i5.1059>

- Elfitra, D. S., & Nurmaizar, S. (2024). Analysis of The Use Of Social Media Marketing on Customer Loyalty Through Brand Trust on Taxpayers In Samsat Binjai. *International Journal of Management, Economic and Accounting*, 2(2). <https://doi.org/10.61306/ijmea>
- Elsa Yuda Pratiwi, B. S. (2022). Pengaruh likuiditas, leverage, dan profitabilitas terhadap financial distress. *Fair Value : Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(3), 2622–2205.
- Eresia-Eke, C., De Villiers, S., & Pinto, J.-C. (2023). Psychological Propellers of Propensity for Business Start-ups among University Students. *African Journal of Business and Economic Research*.
- Ferawati, Saadah, & A. Amrullah. (2019). Pengambilan keputusan konsumen pada pembelian beras di kota makassar Consumer Decision Making on Rice Purchasing in Makassar City. *Jurnal Sosial Ekonomi Pertanian*, 15(1).
- Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The Future of Retailing. *Journal of Retailing*, 93(1), 1–6. <https://doi.org/10.1016/j.jretai.2016.12.008>
- Gupta, R. , Patel, S., & Sharma, A. (2022). Automating Updates: Leveraging AI for Real-Time Decision Support. *Journal of Information Systems*.
- Haba Herman, F., Hassan, Z., & Dastane, O. (2017). Article in Global Business and Management Research. In *An International Journal*. <https://www.researchgate.net/publication/314237206>
- Hair, J. F. , Black, W. C. , Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson.
- Hansika, N., & Ramu, M. (2021). A study on pre-purchase and post purchase of consumer behaviour a study on pre-purchase and post purchase of consumer behaviour. *Xllkogretim Online - Elementary Education Online*. <https://doi.org/10.17051/ilkonline.2021.01.215>
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18. <https://doi.org/10.1177/002224299606000403>

- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Oliver, R. L. (1999). *Whence consumer loyalty?* Journal of Marketing, 63(4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>
- Woodruff, R. B. (1997). *Customer value: The next source for competitive advantage.* Journal of the Academy of Marketing Science, 25(2), 139–153. <https://doi.org/10.1007/BF02894350>
- Zeithaml, V. A. (1988). *Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence.* Journal of Marketing, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- J. Paul Peter, & Jerry C. Olson. (1996). *Consumer behavior: perilaku konsumen dan strategi pemasaran* (4th ed.). Jakarta : Erlangga.
- Jafre Zainol Abidin, M., Pour-Mohammadi, M., & Jesmin, A. (2011). A Survey of Online Reading Habits of Rural Secondary School Students in Malaysia. *International Journal of Linguistics*, 3(1), 33. <https://doi.org/10.5296/ijl.v3i1.1045>
- J.C Mowen, & M Minor. (2010). *Consumer Behavior*,. Prentice Hall, Inc.
- Jeff B. Cromwell, Walter C. Labys, & Michel Terraza. (2011). Univariate Tests for Time Series Models. *Quantitative Applications in the Social Sciences*.
- Jeff Kim, Shrinidhi Kadkol, Itay Solomon, & Hyelin Yeh. (2023). A Comprehensive Analysis of Psychological Factors and Interventions. *SSRN Electronic Journal*.
- Kelvin, K., & Lane Keller, K. (2016). Marketing Management. (15 th global edition) Edinburgh: Pearson Education. *Kasem Bundit Journal*, 18(2).
- Kemenparekraf. (2021). *Statistik Wisatawan Nusantara 2021*. Kementerian Pariwisata Dan Ekonomi Kreatif .
- Kim, T. H., & Choo, H. J. (2021). Augmented reality as a product presentation tool: focusing on the role of product information and presence in AR. *Fashion and Textiles*, 8(1). <https://doi.org/10.1186/s40691-021-00261-w>
- Kusnendi. (2008). *Model-Model Persamaan struktural*. Alfabeta.
- Lee, S. H., Kim, K. S., Fodil-Cornu, N., Vidal, S. M., & Biron, C. A. (2009). Activating receptors promote NK cell expansion for maintenance, IL-10 production, and CD8 T cell regulation during viral infection. *Journal of Experimental Medicine*, 206(10), 2235–2251. <https://doi.org/10.1084/jem.20082387>

Gani Fatra, 2025

PENGARUH NILAI YANG DIRASAKAN TERHADAP NIAT PEMBELIAN ULANG MELALUI KEPUASAN PELANGGAN (SURVEI PADA WISATAWAN NEGARA MALAYSIA PENGGUNA TRAVEL HAYUKKA BANDOENG)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Leon G Schiffman, & Joseph Wisenblit. (2015). *Consumer behavior Motivation ResearchMarketing*. Boston :Pearson.
<https://lib.ui.ac.id/detail?id=20420178&lokasi=lokal>
- Leon G. Schiffman, & Joseph Wisenblit. (2019). *Consumer Behavior Global edition*(12thed.).Pearson.
https://books.google.co.id/books/about/Consumer_Behavior.html?id=CMChvAEACAAJ&redir_esc=y
- Leon G. Schiffman, & Leslie Lazar Kanuk. (2018). *Perilaku konsumen* (7th ed.). USA : Pearson prentice hall.
- Michael R. Solomon. (2017). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.
- Michael R. Solomon. (2019). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.
- Michael Robert Solomon, Rebekah Russell-Bennett, Stephen Dann, & Susan Dann. (2012). *Consumer behaviour buying having being*. Pearson Higher Education AU.
- Michael., William B., & Stephen, I. (1981). *Hand Book in Research and Evaluation*. Edit Publishers,.
- Nasmizal, V. M., & Sari, A. Y. (2020). . Repurchase intention and customer satisfaction in e-commerce application. *Operations Management and Information System Studies*, 2(2), 134–140.
- Nathania Oktaviana. (2019). *Analisis dan perancangan sistem informasi akuntansi pengadaan bahan material pada perusahaan konstruksi (studi kasus pada CV.Indocon)*. [Widya Mandala Catholic University Surabaya.].
<https://repository.ukwms.ac.id/id/eprint/17071>
- Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer Decision Making Process Models and their Applications to Market Strategy. In *International Management Review* (Vol. 15, Issue 1).
- Peter, J. P., & Olson, J. C. (2013). *Consumer behavior and marketing strategy* (9th ed., Vol. 2). Jakarta: Salemba Empat.
- Philip Kotler, & Gary Armstrong. (2017). *Principles of marketing* (17th ed.). Pearson,.
- Prahiawan, W., Al Amin, R., Ramdansyah, A. D., Haryadi, D., Manajemen, M., Sultan, U., & Tirtayasa, A. (2023). Employee performance under organizational culture and transformational leadership: A mediated model. *Jurnal Mantik*, 7(2), 2685–4236.

- Prawira, J. V., & Sidharta, H. (2021). Pengaruh kualitas layanan terhadap kepuasan konsumen dalam menciptakan minat penggunaan ulang pada personal shopper service. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 6, Issue 6).
- Reisch, L. A., & Zhao, M. (2017). Behavioural economics, consumer behaviour and consumer policy: State of the art. *Behavioural Public Policy*, 1(2), 190–206. <https://doi.org/10.1017/bpp.2017.1>
- Richard L. Oliver. (1980). Model kognitif mengenai anteseden dan konsekuensi keputusan kepuasan. *Jurnal Riset Pemasaran*, 17(4), 460–469.
- Roger D. Blackwell, Paul W. Miniard, & James F. Engel. (2006). *Consumer Behavior* (10th ed.). Thomson/South-Western.
- Rogers, E. M. (2010). *Diffusion of Innovations* (4th ed.). Simon and Schuster,.
- Rohilla, S., Chutia, H., Marboh, V., & Mahanta, C. L. (2022). Ultrasound and supercritical fluid extraction of phytochemicals from purple tamarillo: Optimization, comparison, kinetics, and thermodynamics studies. *Applied Food Research*, 2(2). <https://doi.org/10.1016/j.afres.2022.100210>
- Ryu, K., Han, & Jang, S. (2020). Influence of physical environment on disconfirmation, customer satisfaction and customer loyalty for first time and repeat customers in upscale restaurant. *International Journal of Contemporary Hospitality Management*.
- Saqib Anassrulloh Rizky. (2019). *Pengaruh Perceived Usefulness, Perceived Ease Of Use, Structural Assurance, Dan Social Influence Terhadap Intention To Reuse Dimediasi Oleh Trust (Studi Pada Pengguna Aplikasi Ovo Di Kediri TownSquare)*[UniversitasBrawijaya.]. <https://repository.ub.ac.id/id/eprint/170334>
- Sasya Laurisya Sofyan, & Aflit Nuryulia Praswati. (2023). Proceedings of the International Conference on Economics and Business Studies (ICOEBS-22-2). Nilai Yang Dirasakan *Is Proven to Affect Repurchase Intention*, 8(2). https://doi.org/10.2991/978-94-6463-204-0_55
- Saugstad, O. D., Robertson, N. J., & Vento, M. (2021). A critical review of the 2020 International Liaison Committee on Resuscitation treatment recommendations for resuscitating the newly born infant. *Acta Paediatrica, International Journal of Paediatrics*, 110(4), 1107–1112. <https://doi.org/10.1111/apa.15754>
- Schmitt, B., & Zarantonello, L. (2013). *Consumer Experience and Experiential Marketing: A Critical Review*. Naresh K.
- Senturk, A. (2023). Penelitian tentang algoritma alokasi sumber daya pada konten edge, fog dan cloud. *Materials Today: Prosiding*.

- Setiawan, H. , & Sayuti, A. J. (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*, 19.
- Simanjuntak, L. L., & Yoestini. (2021). Analisis Perceived Ease of Use, Perceived Risk, Harga, dan Promosi Terhadap Penggunaan Go-pay di Semarang pada Masa Covid-19. *Diponegoro Journal Of Management*. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- So, K. K. F. , Kim, H. , He, Y. , & Li, X. (2023). Mapping service innovation research in hospitality and tourism: An integrative bibliometric analysis and research agenda. *Cornell Hospitality Quarterly*, 64(2), 143–160.
- Sugiyono. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*.
- Suherman, A. (2022). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian pada Matahari Department Store Supermall Karawaci Tangerang. *Jurnal Arastirma*, 2(2), 295–302.
- Suqin Liao, Fu Lihua, & Zhiying Liu. (2020). Investigating open innovation strategies and firm performance: the moderating role of technological capability and market information management capability. *Journal of Business and Industrial Marketing*.
- Suryajaya, S., & Kurnia, K. (2019). Pengaruh Nilai Tukar, Harga Minyak, Inflasi Terhadap Delta Properti di Pasar Saham Indonesia. *Jurnal Akuntansi Maranatha*, 11(1), 146–165.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer Nilai Yang Dirasakan: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tjiptono, F., & Diana, A. (2022). *Manajemen dan strategi kepuasan pelanggan*. Andi.
- Tuffahati, J. (2023). Peran Kepala Sekolah Sebagai Supervisor Dalam Meningkatkan Mutu Pendidikan. *Innovative: Journal Of Social Science Research*, 3(1), 62–68.
- Tussyadiah, I. P. , & Pesonen, J. (2016). Impacts of Peer-to-Peer Accommodation Use on Travel Patterns. *Journal of Travel Research*,.
- Upadana, M., & Pramudana, K. (2020). Brand awareness memediasi pengaruh social media marketing terhadap keputusan pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9, 1921. <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14>

- Valarie A. Zeithaml, & A. Parasuraman, L. L. B. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. A Division of Simon & Schuster Inc.
- Vicki Morwitz. (2014). *Consumers' Purchase Intentions and Their Behavior Foundations and trends in marketing*. Now Publishers.
- Wen W, Song S, Han Y, & Liu X. (2020). An efficient Screening System in Yeast to Select a Hyperactive piggyBac Transposase for Mammalian Applications. *Int J Mol Sci*, 21(9).
- Wicaksono, K. W. (2012). Problematika dan tantangan desentralisasi di indonesia desentralization problems and challenges in indonesia. *Jurnal Bina Praja*, 1.
- Widjiono, L. M., & Japariato, E. (2014). Analisa pengaruh self image congruity, retail service quality, dan customer perceived service quality terhadap repurchase intention dengan customer satisfaction sebagai variabel intervening di broadway barbershop surabaya. *Jurnal Manajemen Pemasaran*, 9(1). <https://doi.org/10.9744/pemasaran.9.1.35-42>
- Winnie W Y Lau, Yonathan Shiran, & Richard M Bailey. (2020). Evaluating scenarios toward zero plastic pollution. *Science*, 369(6510), 1455–1461.
- Xiang, Z., Tussyadiah, I., & Buhalis, D. (2015). Smart destinations: Foundations, analytics, and applications. In *Journal of Destination Marketing and Management* (Vol. 4, Issue 3, pp. 143–144). Elsevier Ltd. <https://doi.org/10.1016/j.jdmm.2015.07.001>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zhang, Z., Wang, Wu, Z. , & Y., Z. (2022). Laser Compression via Fast-Extending Plasma Gratings. . *Matter and Radiation at Extremes*.