DAFTAR PUSTAKA

- A`aker, D. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York, NY.: Free Press,.
- Aaker, J. F. (2004). When good brands do bad. *Journal of Consumer Research*, 31(1),, 1-16.
- Ahmad, Z. A. (2010). "Impact of service quality of short messaging service on customers retention, An empirical study of cellular companies of Pakistan,". *International Journal of Business and Management*, 5(6):, 154-160.
- Ahmed Alamro Jennifer Rowley. (2011). Antecedents of brand preference for mobile telecommunications services. *Journal of Product & Brand Management*, Vol. 20, 475 486.
- Ahmed, S. &. (2013). Factors Influencing the Cell Phone Brand Loyalty of Swedish Generation Y. . Sweden: Malardalen University .
- Ahmed, Z. R. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur . *Journal of Sociological Research, Vol. 5, No. 1*, 307-326.
- Ajzen, I. &. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences*, 13,, 185-204.
- Akbar, M. M. (2009). Impact of service quality, trust, and customer satisfaction on customers loyalty. *ABAC Journal*, *29*(1):, 24-38.
- Algesheimer, R. D. (2005). The social influence of brand community: Evidence from European car clubs. . *Journal of Marketing*, 69(3), 19–34.
- Alonso, S. (2000). "The antecedents and consequences of customer loyalty: the roles of customer satisfaction and consumer trust-commitment". Edinburg, TX.: University of Texas-Pan America, .
- Alparslan A.Basaran a, M. b. (2014). Operator choice in the mobile telecommunications market: Evidence from Turkish urban population. TelecommunicationsPolicy38d.

- Anderson, E. a. (1993). The antecedents and consequences of customer satisfaction firms, . *Marketing Science*, Vol. 12, No. 2, 241-268.
- Anderson, E. W. (2004). Customer satisfaction and shareholder value. *Journal of Marketing*, 68, 172-185.
- Anderson, H. &. (2000). Creating Loyalty: It's Strategic Importance in Your Customer Relationship Management. Ontario: John Wiley.
- Anisimova, T. (2007). "The effects of corporate brand attributes on attitudinal and behavioural consumer loyalty", . *The Journal of Consumer Marketing, Vol. 24 No. 7*, , pp. 395-405.
- Anne Martensen. (2007). "Tweens' satisfaction and brand loyalty in the mobile phone market". *Young Consumers, Vol. 8 Iss 2*, 108-116.
- Archana R, &. S. (2012). A study on service quality and passenger satisfaction on Indian airlines, . *International Journal of Multidisciplinary Research*, *Vol.2 Issue 2*.
- Assael, H. (1987). *Consumer Behavior and Marketing Action (3rd ed.)*. Boston, MA: Kent Publishing.
- Assael, H. (1993). *Marketing Principles and Strategy, 2nd ed.*. Hinsdale, IL.: Dryden Press, .
- Athanassopoulos, A. G. (2001). Behavioural responses to customer satisfaction: an empirical study. *European Journal of Marketing*, 35(5/6), , 687-707.
- Aydin, S. G. (2006). How switching costs affect subscriber loyalty in the Turkish mobile phone market: An exploratory study. *Journal ofTargeting, Measurement and Analysis for Marketing, 14,*, 141–155.
- Aydinli, C. D. (2015). Impact of Non-Technical Dimensions of Service Quality on The Satisfaction, Loyalty, and The Willingnes to Pay More; A Cross-National Research on GSM Operators. . *International Journal of Economics, Commerce and Management*.
- Back, K. J. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of Hospitality & Tourism Research*, 27, 419-435.
- Back, K. (2001). The effects of image congruence on customer satisfaction and brand loyalty in the lodging industry. University Park.: The Pennsylvania State University, .

- Bai, T. V. (2014). Analysis of Blockage Effect on Urban Celluler Network. . *IEEE Transaction on Wireless Communications. Vol 13 (9.*
- Baldinger, A. a. (1996). "Brand loyalty: the link between attitude and behavior". Journal of Advertising Research, Vol. 36 No. 6, 22-34.
- Ball, D. C. (2004). "The role of communication and trust in explaining customer loyalty: an extension to the ECSI model". *European Journal of Marketing, Vol. 38 Nos 9/10*, 1272-93.
- Bamini KPD Balakrishnan*, M. I. (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. *Social and Behavioral Sciences* 148, 177 185.
- Barnes, J. G. (2003). Establishing meaningful customer relationships: Why some companies and brands mean more to their customers. . *Managing Service Quality*, 13(3), 178–186.
- Bearden, W. a. (1983). "Selected determinants of consumer satisfaction and complaint reports". *Journal of Marketing Research*, Vol. 20, , 21-8.
- Beatty, S. K. (1988). "The involvement-commitment model: theory and implications". *Journal of Business Research, Vol. 16 No. 2*, 149-167.
- Bennett, R. (2001). A study of brand loyalty in the business to businesssector. Queensland: University of Queensland.
- Benner, J. (2010). The airline Customer loyalty model A relational approach to understanding antecedents of customer loyalty in the airline industry.
- Bennett, R. a.-T. (2000). "Attitudinal loyalty personality trait or brand-specific?", ANZMAC 2000 Visionary Marketing for the 21st Century: Facing the Challenge, . *Griffith University School of Marketing and Management*, 97-101.
- Berry, L. (1983). "Relationship marketing". Chicago, IL.: American Marketing Association.
- Bitner, M. B. (2000). "Technology infusion in Service Encounters", . *Journal of the Academy of Marketing Science, Vol. 28, No. 1*, , pp. 138-149.
- Blackwell, R. M. (2006). *Consumer behavior (10th ed.)*. Thomson South Western: Mason, OH.

- Bloemer a, .. H. (1995). The complex relationship between consumer satisfaction and brand loyalty . *Journal of Economic Psychology 16*, 311-329.
- Bloemer, J. a. (1992). The importance of customer satisfaction in explaining brand and dealer loyalty. *Journal of Marketing Management* 8, 351-364.
- Bloemer, J. D. (1998). "Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction". *International Journal of Bank Marketing, Vol. 16*, 276-286.
- Blomqvist, R. D. (1993). *Relationship Marketing: Strategy and Methods for Service Competition*. Goteborg.: IHM Forlag, .
- Bloomer, J. R. (1998). On the Relationship Between Perceived Service Quality, Service Loyalty and Switching Costs. *International Journal of Industry Management*, *9*, 436-453.
- Bodet, G. (2008). "Customer satisfaction and loyalty in service: two concepts, four constructs, several relationships". *Journal of Retailing and Consumer Services, Vol. 15 No. 3*, 156-162.
- Bolton, R. (1998). "A dynamic model of the duration of the customer's relationship with a continuous service provider: the role of satisfaction". *Marketing Science, Vol. 17 No. 1*, 45-65.
- Boohene, R., & Agyapong, G. K. (2011). Analysis of the Antecedents of Customer Loyalty of Telecommunication Industry in Ghana: The Case of Vodafone (Ghana). *International Business Research Vol. 4, No. 1;*
- Brady, M. K. (2008). Strategies to offset performance failures: The role of brand equity. *Journal of Retailing*, 84(2), , 151–164.
- Brakus, J. J. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? . *Journal of Marketing*, 73, 52–68.
- Burt, S. &. (2010). From the retail brand to the retail-er as a brand: Themes and issues in retail branding research. . *International Journal of Retail & Distribution Management*, 38(11=12), 865–878.
- Butcher, K. (2001). Evaluative and relational influences on service loyalty. *International Journal of Service Industry Management*, 12(4), 310-327.
- Calonius, H. (1988). "A buying process model". *Proceedings of the XVII Annual Conference of the European Marketing Academy on Innovative Marketing*, (pp. 86-103.). Bradford: University of Bradford.

- Carroll, B. .. (2006). Some antecedents and outcomes of brand love. *Marketing* Letter 17(2), 79 89.
- Caruana, A. (2002). Service Loyalty: The Effects of Service Quality and the Mediating role of Customer Satisfaction. . *European Journal of Marketing*, 36(7), 811-828.
- Caruana, A. M. (2000). Service quality and satisfaction- the moderating role of value. *European Journal of Marketing*, 34(11/12), 1338-1352.
- Chaudhuri, A. &. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty . *Journal of Marketing 65*, , 81-93.
- C. Flavian, M. G. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information Management.vol* 43, 1–14.
- Chan, K. a. (2004). "Building customer loyalty in the digital age through relationship marketing and the mediation effect of trust". (p. 293). Seoul, : Proceedings of the 5th International Conference on Operations and Quantitative Management,
- Chandler, C. (1989). Quality: Beyond customer satisfaction. *Quality Progress*, 22(2), 30-32.
- Chang, A. &. (2005). Building customer capital through relationship marketing activities: The case of Taiwanese multilevel marketing companies. . *Journal of Intellectual Capital*, 6(2), 253–266.
- Chang, H. a. (2009.). "The impact of brand equity on brand preference and purchase intentions in the service industries", . *Service Industries Journal*, *Vol. 29 No. 12*, , pp. 1687-706.
- Chen, H. G. (2012). "Service fairness and customer satisfaction in Internet banking: exploring the mediating effects of trust and customer value,. *IInternet Research*, 22(4),, 482-498.
- Chen, J. &. (2001). An investigation of tourists' destination loyalty and preferences. . *International Journal of Contemporary Hospitality Management*, 13, 79-85.
- Chin, A. (2002). Impact of Frequent Flyer Programs on the Demand for Air Travel. . *Journal of Air Transportation 7, no. 2,* 53-86.

- Chiou, J. P. (2009). Antecedents of internet retailing loyalty: differences between heavy versus light shoppers. . *Journal of Business and Psychology 24 (3)*, 327–339.
- Christopher Lovelock, J. W. (2011). Service Marketing, People, Technology, Strategy. New Jersey: Prentice Hall.
- Christopher, M. P. (1991). Relationship Marketing: Bringing Quality, Customer Service and Marketing Together. Oxford.: Butterworth-Heinemann, .
- Christou, E. (2010). Relationship marketing practices for retention of corporate customers in hospitality contract catering. *Tourism and Hospitality Management 16*, 1–10.
- Cronin, J. J. (2001.). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environment. . *Journal of Retailing*, 76(2), , 193–218.
- Crosby, L. E. (1990). "Relationship quality in services selling: An interpersonal influence perspective". *Journal of Marketing, Vol. 54 No. 3*, 68-81.
- Day, G. (1996). "A two-dimensional concept to brand loyalty". *Journal of Advertising*, Vol. 30 No. 9, 29-35.
- de Ruyter, K. &. (2000). The impact of perceived listening behavior in voice-to-voice service encounters . *Journal of Service Research*, 2(3), 276–284.
- Delgado, E. A. (2001). "Brand Trust in the Context of Customer Loyalty.". European Journal of Marketing 35, 11/12, 1238.
- Deng, Z. L. (2009). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*.
- Devaraj, S. K. (2001). Product and service quality: The antecedents of customer loyalty in the automotive industry. *Production and Operations Management*, 10 (4), 424-439.
- Dick, A. a. (1994). Customer loyalty: toward an integrated conceptual framework,. *Journal of the Academy of Marketing Science*, 22(2): , 99-113
- Dongwon Lee a, J. M. (2015). Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and brand loyalty. *Information & Management* 52, 295–304.

- Dube, L. a. (1998). "Defensive strategies for managing satisfaction and loyalty in the service industry". *Psychology and Marketing, Vol. 15 No. 8*, 775-791.
- Dwyer, F. S. (1987). "Developing buyer-seller relationships". *Journal of Marketing, Vol. 51 No. 1*, 11-27.
- Dwyer, R. F. (1987). Output sector munificence effects on the internal political economy of marketing channels. . *Journal of Marketing Research*, 24(4), 347–358.
- Dyson, P. F. (1996). "Understanding measuring, and using brand equity" . Journal of Advertising Research, Vol. 36 No. 6, 9-22.
- Ehigie, B. O. (2006). Correlates of customer loyalty to their bank: a case study in Nigeria . *International Journal of Bank Marketing*, 24(7), 494-508.
- Eisman, R. (1990). *Building Brand Loyalty, Incentive, Holt,*. New York, NY.: Rinehart & Winston Inc.,.
- Erkan Bayraktar a, E. T. (2012). Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. *Expert Systems with Applications vol* 39, 99–106.
- Ersoy, N. &. (2010). Brand Loyalty: Emotional Devotion or Rational Behavior A Study on Mobile Telephones from Eskisehir Turkey. *The Business Review, Cambridge, Vol. 15, No. 1*, 212-219.
- Espejel, J. C. (2007). The role of intrinsic and extrinsic quality attributes on consumer behaviour for traditional food products. *Managing Service Quality*, 17 (6), 681-701.
- Eugenia Y. Huang, S.-W. L.-C. (2015). M-S-QUAL: Mobile service quality measurement. *Electronic Commerce Research and Applications*,
- Evans, J. R. (1994). 'The relationship marketing process: a conceptualisation and application'. *Industrial Marketing Mattagement 23 (5)*, 439-452.
- Fahd AL-Farsi, A. B. (2014). The sequence of electronic service quality on customer satisfaction: theoritical study . *International Journal for Innovation Education and Research www.ijier.net Vol.2-03*,.
- Faiswal, A. a. (2011). "Examining mediating role of attitudinal loyalty and nonlinear effects in satisfaction-behavioral intentions relationship". *Journal of Services Marketing, Vol. 25 No. 3*, 165-75.

- Fidel, B. G. (1998). *Using Multivariate Statistics*. New York: Pearson.
- Fornell, C. (1992). A National Customer Barometer: The Sweedish Experience. *Journal of Marketing*, 56, 6-21.
- Fournier, S. (1998). "Consumers and their brands: developing relationship theory in consumer research". *Journal of Consumer Research, Vol. 24 No. 4*, , pp.343-73.
- Frank Huber, K. V. ((2010)). Brand misconduct: Consequences on consumer—brand relationships. *Journal of Business Research* 63, 1113–1120.
- Fullerton, G. (2005a). The service quality-loyalty relationship in retail services: Does ommitment matter? *Journal of Retailing and Consumer Services*, 12 (2), 83-97.
- Fullerton, G. (2003). When does commitment lead to loyalty? *Journal of Service Research*, 5(4), 333–344.
- Ferdinand, A. (2002). SEM dalam penelitian manajemen. Semarang: BP UNDIP.
- Garbarino, E. &. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70–87.
- Garcia del los Salmones, M. P. (2009). "The social role of financial companies as a determinant of consumer behavior". *International Journal of Bank Marketing*, Vol. 27 No. 6, 467-485.
- Garfein, R. (1987). Evaluating the impact of customer service delivery systems. . *Marketing Review*, 11-15.
- Ghozali, I. (2004). *Model persamaan struktural konsep dan Aplikasi dengan AMOS*. Semarang: BP UNDIP.
- Gilbert, D. C. (1996). Relationship marketing and airline loyalty schemes. *Tourism Management, Vol. 17, No. F*, 575 582.
- Goggin, G. a. (2007). Premium rate culture: The new business of mobile interactivity. *New Media & Society* 9(5), 753-770.
- Gommans, M. K. (2001). From Brand Loyalty to E-Loyalty: A Conceptual Framework. . *Journal of Economic and Social Research*, Vol. 3, No. 1, 43-58.

- Gounaris, S. &. (2004). Antecedents and consequences of brand loyalty: An empirical study. *Journal of Brand Management*, 11(4), 283-306.
- Gounaris, S. (2005). Trust and commitment influences on customer retention: Insights from business-to-business services. . *Journal of Business Research*, 58 (2), 126-140.
- Grace, D. &. (2005). Service branding: Consumer verdicts on service brands. . Journal of Retailing and Consumer Services, 12(2), 125–139.
- Grégory Bressolles, F. D. (2007). The impact of electronic service quality's dimensions on customer satisfaction and buying impulse,. *journal of customer behaviour*
- Grégoire, Y. L. ((2010)). A comprehensive model of customer direct and indirect revenge: understanding the effects of perceived greed and customer power. . *Journal of the Academy of Marketing Science*, 38(6), , 1-21.
- Grégoire, Y. T. (2009). When customer love turns into lasting hate: the effects of relationship strength and time on customer revenge and avoidance. . *Journal of marketing*, 73(6), , 18-32.
- Gremler, D. a. (1996). The loyalty ripple effect: appreciating the full value of customers, . *International Journal of Service Industry Management* 10(3), 271-93.
- Gronroos, C. (1990). "Relationship approach to the marketing function in service contexts: the marketing and organization behavior interface'. *J Business Research* 20 (1), 3-12.
- Gronroos. (2004). The Relationship marketing process: Communication, interaction, dialogue, value. *Journal of Business and Industrial Marketing*, 19(2), 99–113.
- Grönroos, A. R. (1996). "The value concept and relationship marketing" . European Journal of Marketing, Vol. 30 Iss 2, 19 - 30.
- Gronroos, C. (2000). Creating a relationship dialogue: communication, interaction and value. . *The marketing review*, *1*(1), , 5-14.
- Gronroos, C. (1991). The marketing strategy continuum: towards a marketing concept for the 1990s'. *Management Decision* 29 (1), 7-13.
- Grönroos, C. (1994). "From marketing mix to relationship marketing. Toward a paradigm shift in marketing". *Management Decision, Vol. 32 No. 2*, 4-32.

- Grönroos, C. (2000). Service Management and Marketing A customer relationship management approach. England: John Wiley & Sons, Ltd.
- Grossman, R. (1998). "Developing and managing effective consumer relationships". *Journal of Product & Brand Management, Vol. 7 No. 1*, 27-40.
- Groth, J. a. (1993). "The exclusive value principle". *Journal of Consumer Marketing, Vol. 10 No. 1*, 10-16.
- Gry Hjerrild Mikkelsen, L. T. (2014). BRAND LOYALTY AND BRAND DEFECTION in the Danish Telecom Market.
- Gulmez, O. K. (2013). The paths from service quality dimensions to customer loyalty. *Emerald Insight*, .
- Gummerus, .. V. (2004). Customer loyalty to content based web sites. The case of an online health care site. . *Journal of Services Marketing*, 18(3), 175–186.
- Gummesson. (1994). E Relationship Marketing: From 4Ps to 30R's Working paper.: Stockholm University.
- Gummesson, E. (1991). "Marketing revisited: the crucial role of the part-time marketers". *European Journal of Marketing, Vol. 25 No. 2*, 60-7.
- Gummesson, E. (1993). *Relationship Marketing: From 4Ps to 3Rs* . Stockholm.: Stockholm University .
- Gwinner, K. G. (1998). "Relational benefits in services industries: the customer's perspective". Gwinner, K.P., Gremler, D.D. and Bitner, M.J. (1998), "Relational Journal of the Academy of Marketing Science, Vol. 26 No. 2, 101-14.
- Hair, J. F. (1998). Multivariate Data Analysis. USA: Prentice Hall International.
- Hallowell, R. (1996). "The relationship of customer satisfaction, customer loyalty, and profitability: an empirical study". *International Journal of Service Industry Management, Vol. 7 No. 4*, 27-42.
- Han, B. a. (2011). User Willingness to pay on social network sied. *Journal of computer*.
- Hansen, J. M. (2006). An empirical examination of brand loyalty . *Journal of Product & Brand Management 15/7*, 442–449 .

- Hashim, Y. (2014). Determinants of Customer Loyalty among Subscribers of Global System for Mobile (GSM) Communication in North-Western Nigeria. *The 2014 WEI International Academic Conference Proceedings* (pp. 119-130). New Orleans:
- Hays, J. H. (2006). Service guarantee strength: the key to service quality. *Journal of Operations Management 24* (6)., 753–764.
- He, Y. W. (2014). T Cell and Other Immune Cells Crosstalk in Cellular Immunity.
- Heikki Karjaluoto, C. w. (2012). How value and trust influence loyalty in wireless telecommunications industry. *Telecommunications Policy vol 36*, 636–649.
- Helfert, G. T. (2002). 'Redefining Market Orientation from a Relationship Per spective: Theoretical onsiderations and Empirical Results'. *European Journal of Marketing* 36(9/10), 1119-1139.
- Helgesen, O. (2006). "Are loyal customers profitable? Customer satisfaction, customer (action) loyalty and customer profitability at the individual level". *Journal of Marketing Management, Vol. 22 Nos 3/4*, , 245-266.
- Hennig-Thurau, T. &. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. . *Psychology and Marketing*, *14*(8), 737–764.
- Herington, C. a. (2009.). "E-retailing by banks: eservice quality and its importance to customer satisfaction,". *European Journal of Marketing*, 43 (9/10), 1220-31.
- Herrmann, A. H. (2000). Market-driven product and service design: Bridging the gap between customer needs, quality management, and customer satisfaction. . *International Journal of Production Economics*, 66(1), 77–96.
- Heskett, J. J. (1994). "Putting the service-profit chain to work", . *Harvard Business Review, March-April*, , 164-74.
- Heskett, J. L. (1997). The service profit chain. New York, NY: Free Press.
- H.-H. Lin, Y.-S. W. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts,. *Inf. Manag.* 43,, . 271–282.

- Hill, J. (2001). A multidimensional study of the key determinants of effective SME marketing activity: Part 1. . *International Journal of Entrepreneurial Behaviour & Research*, 7(5), 171–204.
- Homburg, C. K. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. . *Journal of Marketing*, 69, 84-96.
- Howard, J. &. (1969). *The Theory of Buyer Behavior*. New York,: John Wiley & Sons.
- Hsieh, Y.-C. &.-T. (2004). A study of the impacts of service quality on relationship quality in search-experience-credence services. . *Total Quality Management*, 15(1), 43–58.
- Hu, H.-H. K. (2009). "Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study", . *The Service Industries Journal*, 29 (2), 111-25.
- Huang, E. a.-C. (2010.). "A study on trust building and its derived value in C2C e-commerce,. *Journal of Global Business Management*, 6 (1), 186-195.
- Huddleston, P. W. (2004). Food store loyalty: Application of a consumer loyalty framework. *Journal of Targeting, Measurement and Analysis for Marketing*, 12(3), 213–230.
- Huff, C. (2007). "How 'wowed' are your patients?" . H&HN: Hospitals and Health Networks, Vol. 81 No. 11, , 53-56.
- Hyken, S. (2009). The Cult of the Customer. John Wiley.
- Ibok, N. E. (2015). Brand Identity and Customers Loyalty: Evidence from the Nigeria Telecommunication Industry. *International Journal of Managerial Studies and Research (IJMSR) Volume 3, Issue 6*, 1-8.
- Iglesias, O. S.-F. (2011). The role of brand experience and affective commitment in determining brand loyalty. . *Brand Management*, 18(8), 570–582.
- Ilias Santouridis, P. T. (2012). Using E-S-QUAL to measure internet service quality of e-commerce web sites in Greece. *International Journal of Quality and Service Sciences Vol. 4 No. 1*, 86-98.
- Indosat . (2011, 2012, 2013, 2014 dan 201). *Laporan tahunan perusahaan Indosat* . Jakarta: Indosat .

- Iqbal3, M. E. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. *International Journal of Business and Social Science Vol. 3 No. 23*, Muhammad Ehsan Malik1 Muhammad Mudasar Ghafoor2 Hafiz Kashif Iqbal3 (2012) Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector International Journal of Business and Social Science Vol. 3 No. 23; D.
- Islam, M. S. (2010.). The Analysis of Customer Loyalty in Bangladeshi Mobile Phone Operator Industry. *World Journal of Management Volume 2. Number 2.*, Pp. 130 145.
- Jacoby J, C. R. (1978). "brand loyalty as the response of a decision making unit (customer) towards one specific brand out of a set of available alternate brands which is the based on behavioral and psychological processes. ". . *J Market.* 15(4):532–44, 532–44.
- Jacoby, J. a. (1970). An Attitude Model of Brand Loyalty: Conceptual Underpinnings and Instrumentation Research, . New York, NY.: John Wiley & Sons .
- Jamal, A. a. (2009). "Investigating the effects of service quality dimensions and expertise on loyalty," . *European Journal of Marketing*, 43 (3/4), 398-420.
- Janghyeon Nam, Y. E. (2011). Brand equity, brand loyalty and consumer satisfaction. *Georgina Whyatt Annals of Tourism Research, Vol. 38, No. 3*, pp. 1009–1030, .
- Jensen, J. &. (2006). An empirical examination of brand loyalty . *Journal of Product & Brand Management, Vol. 15, No. 7*, 442–449.
- Jones, M. A. (2002.). Switching Barriers and Repurchase Intention in Services. . *Journal of Retailing*, 76 (2), 259-274.
- Jones, T. O. (1995). Why satisfied customers defect. . *Harvard Business Review*,, 88-99.
- Joseph omotayo oyeniyi, j. a. (2010). Switching cost and customers loyalty in The mobile phone market: the nigerian Experience. *The Business intelligence journal januari*.
- Junho H.Choin, H.-J. (2012). Facets of simplicity for the smartphone interface: A structural model. *International J. Human-Computer Studies vol* 70, 129–142.

- Joreskog, K. G. (1999). *LISREL 8 New Statistical Featurs*. Chicago: Scientific Software International.
- Kabiraj, S. &. (2011). Development of a Conceptual Framework for Brand Loyalty: A Euro-Mediterranean Perspective. *Journal of Brand Management*, 18(4/5), 285-299.
- Kamakura, W. A. (2002). "Assessing the Service-Profit Chain,". *Marketing Science*, 21 (3), 294–317.
- Kamyar Kianpour, A. J. (2014). "Environmentally friendly as a new dimension of product quality". *International Journal of Quality & Reliability Management, Vol. 31 Iss:* 5, ,547 565.
- Kandampully, J. H. (2012). ,"The role of emotional aspects in younger consumerbrand relationships". *Journal of Product & Brand Management, Vol. 21 Iss:* 2, pp. 98 108.
- Kartono, B. &. (2005). Linking Consumer-Based Brand Equity to Market Performance: An Integrated Approach to Brand Equity Management. . Zyman Institute of Brand Science.
- Kasper, J. (1988). On problem perception, dissatisfaction and brand loyalty. *Journal of Economic Psychology* 9, 387-397.
- Keiningham, T. L. (2001). *The customer delight principle*. New York, NY: McGraw-Hill.
- Keller, K. (1998). Strategic Brand Management: Building, Measuring and Managing Brand Equity. . Upper Saddle River NJ: : Prentice Hall.
- Keller, K. L. (2003). How brands create value? Values emerges through a unique chain of events . *Marketing Management*, 12, , 28–29.
- Kent, C. L. (2014). Interactivity in Online Discussions and Learning Outcomes. . *Computers & Education. Vol (97)*, pp 116-128.
- Kiesler, C. (1968). *Theories of Cognitive Consistency: A Source Book (pp. 448-455)*. Chicago, IL: Rand McNally.
- Khan, R. S. (2012). Prospect of Switching Mobile Services in Pakistan. *Journal of Emerging Trends in Computing and Information Sciences, Vol. 3, No. 7,*, 1008-1012.

- Kim, .. J.-H. (2007). "The impact of network service performance on customer satisfaction and loyalty: high-speed internet service case in Korea,. *Expert Systems with Applications*, 32 (3), 822-31.
- Kim, H. (2003). The advantage of network size in acquiring new subscribers: Aconditional logit analysis of the Korean mobile telephony market. *Information Economics and Policy*, *15*, 17–33.
- Kim, M.-K. P.-C.-H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28(2), 145–159.
- Kim, W. H. (2001). Effects of relationship marketing on repeat purchase and word of mouth. . *Journal of Hospitality and Tourism Research 25 (3)*, 272–288.
- Klemperer, P. (1987). "Entry Deterrence in Markets with Consumer Switching Costs". *The Economic Journal*, vol. 97, 99-117.
- Kotler, P. (1994). *Marketing Management Analysis, Planning, Implementation and Control, 8th ed* . Englewood Cliffs, NJ.: Prentice-Hall, .
- Kotler, P. a. (2005). *Marketing Management, 12th ed*. Englewood Cliffs, NJ.: Prentice-Hall.
- Kottler Philip, K. (2012). "Marketing Management" 14th edition. New Jersey (USA): Pearson Education, Prentice Hall.
- Kraft, F. D. (1973). Brand evaluation and brand choice: A longitudinal study. . *Journal of Marketing Research 10*, 235-241.
- Kumar, R. &. (2005). Factors Affecting Brand Loyalty: A Study in Emerging Market on Fast Moving Consumer Goods. . *Journal of Customer Behavior*, Vol. 4, No. 2, 251-275
- Kumar., R. (2012). An empirical study on service quality perceptions And continuance intention in mobile banking Context in india. *Journal of Internet Banking and Commerce, April 2012, vol. 17, no. 1.*
- Kusnendi. (2008). *Model model Persamaan Struktural satu dan multigrup sampel dengan Lisrel*. Bandung: Penerbit Alfabeta.
- LaBarbera, P. a. (1983). A longitudinal assessment of consumer satisfaction / dissatisfaction. *Journal of Marketing Research* 20, 393-404.

- Lam, R. a. (2006). SME banking loyalty (and disloyalty): a qualitative study in Hong Kong. . *International Journal of Bank Marketing*, 24(1), 37-52.
- Lamb, C. H. (1994). *Principles of Marketing* . Cincinnati : South West Publishing, .
- Lastovicka, J. a. (1978). Low involvement versus high involvement cognitive structures. . *Advances in Consumer Research* 5, 87-92.
- Latan, H. (2013). SEM Structural Equation Modeling. Yogyakarta.
- Lawrence, X. (1974). A Brand Loyalty Concept. *Journal of Marketing Research*, Vol. 11, No. 2, 214-217.
- Leahy, R. (2008). Brand Loyalty in Fast Moving Consumer Good Markets: The Role of Bonds. . *International Journal of Business and Management, Vol.* 3, No. 12, 7-19.
- LeClerc, F. a. (1997). "Can advertising make FSI coupons more effective?". Journal of Marketing Research, Vol. 34, , pp. 473-84.
- Lee, Y. B. (2009). Family restaurant brand personality and its impact on customer's emotion, satisfaction and brand loyalty. *Journal of Hospitality & Tourism Research 33 (3)*, , 305–328.
- Lee, Y.-W. &. (2008). An augmented model of customer loyalty for organizational purchasing of financial services. *Journal of Business-to-Business Marketing*, 15 (3), 290-322.
- Lee, Y. K. (2012). An Understanding of Website usability. *Decision Support Systems*. 52(2), 450-463.
- Lerzan Aksoy a, □. &. (2012). A Cross-national Investigation of the Satisfaction and Loyalty Linkage for Mobile Telecommunications Services across Eight Countries. Lerzan Aksoy a, □ & Alexander Buoye b & Pelin Aksoy c & Bart Larivière d, e & Timothy L. Keiningham b (2012), "A Crossnational Investigation of the SatisDirect Marketing, .
- Levesque, T. a. (1996). Determinants of customer satisfaction in retail banking. . *International Journal of Bank Marketing*, 14(7), 12-20.
- Levitt, T. (1983). *The Marketing Imagination*. New York, NY.: Free Press.
- Li, C. J. (2016). Optimal Relay Selection Based on Social Threshold for D2D communications underlay . *Celluler Networks*.

- Li, X. &. (2008). Examining the antecedents of brand loyalty from an investment model perspective. *Journal of Travel Research*, 47, 25-34.
- Lin, H. &. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. . *Information and Management*, Vol. 43, 271-282.
- Lin, T. &. (2013). A study of the factors that influence the brand loyalty of Taiwanese adolescents with respect to purchasing mobile. The case of Taichung City. . *Problems and Perspectives in Management, Vol. 11, No.* 2, 86-97.
- Lin, Y. &. (2008). factors influencing brand loyalty in professional sports fans. . Global Journal of Business Research, Vol. 2, No. 1, 69-84.
- Linda F. Love Parbudyal Singh. (2011). Workplace Branding: Leveraging Human Resources Management Practices for Competitive Advantage Through "Best Employer" Surveys . SPar Springer Science+Business Media, LLC, . . .
- Lindgreen, A. P. (2004). "Contemporary marketing practice: theoretical propositions and practical implications". *Marketing Intelligence & Planning, Vol. 22 No. 6*, , 673-92.
- Lo Liang Kheng, O. M. (2010). The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. *International Journal of Marketing Studies Vol. 2*, No. 2, 57-66.
- Loveman, G. (1998). Employee satisfaction, customer loyalty, and financial performance: an empirical examination of the service profit chain in retail banking. *Journal of Service Research 1 (1)*, 18–31.
- Lusch, R. F. (2007). Competing through service: insights from service-dominant logic. *Journal of Retailing*, 83(1), 5–18.
- Lymperopoulos, C. C. (2006). The importance of service quality in bank selection for mortgage loans. *Managing Service Quality*, 16(4), 365-379.
- Long, J. S. (1983). *Covariance Structure Models an introduction to Lisrelto*. Beverly Hills California: Sage publication inc.
- Maeda, J. (2006). The Laws of Simplicity. Cambridge: MIT Press.

- Mahmud, K. &. (2012). Factors Influencing The Extent of Brand Loyalty of Toilet Soap Users in Bangladesh: A Case Study on Dhaka City . *Global Journal of Management and Business Research*, Vol. 12, No. 15, 24-33.
- Malhotra, N. K. (2010). "Marketing Research, an Applied Orientation, 6th edition, New Jersey: Pearson education Inc, Prentice Hall
- Malik1, M. E., Ghafoor, M. M., & Iqbal3, H. K. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. *International Journal of Business and Social Science Vol. 3*, 23.
- Martey, E. M., & Frempong, J. (2014). The impact of celebrities' endorsement on brand positioning on mobile telecommunication users in the Eastern Region of Ghana. *International Journal of Education and Research Vol. 2 No.* 7.
- Martisiute, S. V. (2010). Product or Brand? How Interrelationship between Customer Satisfaction and Customer Loyalty Work. . *European Journal of Interdisciplinary Studies, Vol. 2, No. 1*, 5-15.
- Masoodul Hassan1, *. H. (2013). Measuring customer satisfaction and loyalty Through service fairness, service quality and price Fairness perception: an empirical study of Pakistan Mobile telecommunication. *Sci.Int.(Lahore)*,25(4) ISSN 1013-5316; CODEN: SINTE 8, 971-980.
- McAlexander, J. H. (2002). Building brand community. . *Journal of Marketing*, 66, , 38–54.
- McKenna, R. (1991). Relationship Marketing –Successful Strategies for the Age of the Customer. Reading, MA.: Addison-Wesley, .
- McKinney, V. Y. (2002). The measurement of web- customer satisfaction: an expectation and disconfirmation approach. *Inf. Syst. Res.* 13, 296–315.
- McMullan, R. &. (2003). The conceptual development of customer loyalty measurement: A proposed scale. *Journal of Targeting, Measurement and Analysis for Marketing, 11*, 230-243.
- Mehmet Karacuka a, n. A.-a. (2013). Consumer choice and local network effects in mobile telecommunications in Turkey. *Telecommunications Policy 37*, 334–344.

- Methlie, L. a. (1999). "Loyalty of on-line bank customers". *Journal of Information Technology, Vol. 14 No. 4*, 375-386.
- Michel Laroche, M. R.-O. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior* 28, 1755–1767.
- Mise, J. N. (2013). Comparative study on brand loyalty in global soft drink consumer markets of Kenya and India. . *International Journal of Management Sciences and Business Research*, Vol. 2, No. 3, 49-54.
- Mittal, B. a.-S. (1989). "A causal model of consumer involvement". *Journal of Economic Psychology, Vol. 10 No. 3*, 363-389.
- Miyamoto, S. (2013, December 14). The Signaling Value of Product Simplicity. *December 14, 2013*.
- Mohamad, M. a. (2009.). "Building corporate image and securing student loyalty in the Malaysian higher learning industry,. *ournal of International Management Studies*, 4 (1):, 30-40.
- Mohsan F, N. N. (2011). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan. . *Journal of Business and Social Science Vol. 2 No. 16.*, .
- Morgan, R. a. (1994). "The commitment-trust theory of relationship marketing". *Journal of Marketing, Vol. 58 No. 3*, 20-38.
- Moshagen, M. T. (2010). Facets of visual aesthetics. . *International. J. Human–Computer. Interact. vol* 68, 689–709.
- Muncy, J. (1996.). "Measuring perceived brand parity", . *Advances in Consumer Research, Vol. 23*,, pp. 411-7.
- Muniz, M. A. (2001). Brand community. . *Journal of Consumer Research*, 27, , 412–432.
- Namukasa, J. (2012). The Influence of Airline Service Quality on Passenger Satisfaction and Loyalty: The Case of Uganda Airline Industry. Proceeding of the eigth operations research society for eastern africa (Orsea) international conference, 220-234.
- Nasir, R. (2012). A Study on Factors Influencing Brand Loyalty in Mobile Service Providers among College of Business. University of Utara Malaysia.

- Nawaz, N. A. (2010). "What makes customer brand loyal: A study on telecommunication sector of Pakistan". *International Journal of Business and Social Science*, Vol. 4 No. 21, 213-21.
- Ndubisi, N. (2003a). "Markets-marketers symbiosis under globalization: the aftermath of poor customer value". *Academy of Marketing Studies, Vol. 8 No. 1*, 45-52.
- Ndubisi, N. (2003b). "Service quality: understanding customer perceptions and reaction, and its impact on business". *International Journal of Business*, *Vol. 5 No. 2*, 207-19.
- Ndubisi, N. a. (2005). "Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction". *International Journal of Bank Marketing, Vol. 23 No. 3*, 542-57.
- Ndubisi, N. a. (2005). "Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction", . *International Journal of Bank Marketing, Vol. 23 No. 3*, , 542-57.
- Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing Intelligence & Planning Vol. 25 No. 1*, 98-106.
- Newman, J. a. (1973). Multivariate analysis of brand loyalty for major household appliances. . *Journal of Marketing Research 10*, 404-409.
- Newman, K. (2001). Interrogating SERVQUAL: a critical assessment of service quality measurement in a high street retail bank. . *international Journal of Bank Marketing*, 19(3), 126-139.
- Ng, S. a. (2006). Exemplars or beliefs? The impact of self view on the nature and relative influence of brand associations", *Journal of Consumer Research*, *Vol. 32 No. 4*, pp. 519-29.
- Nguyen, T. D. (2011). Brand loyalty in emerging markets. . *Marketing Intelligence & Planning*, 29(3), 222–232.
- Nguyen, T. D. (2011). Grand loyalty in emerging markets. . *Marketing Intelligence & Planning*, 29(3), 222–232.
- Nielsen, J. (2000). *Designing Web usability* . Indianapolis: New Riders Publishing.
- Nikou, S., Mezei, J., Bouwman, H., & Liu, Y. (2011). Factors influencing the adoption of mobile services consumers' preferences using analytic

- hierarchy process,. 22nd European Regional Conference of the International Telecommunications Socie. Budapest.
- Nilson, T. (1992). Value-Added Marketing: Marketing for Superior Results, . London.: McGraw-Hill .
- Oechsli, M. (2002). "Customer satisfaction isn't the same as client loyalty, but it's a start". Bank Investment Consultant, Vol. 10 No. 7, , 56.
- Ojo, O. (2010). The Relationship Between Service Quality and Customer Satisfaction in the Telecommunication Industry: Evidence From Nigeria . *BRAND. Broad Research in Accounting, Negotiation, and Distribution*.
- Oliver, R. (1997). Satisfaction: A Behavioral Perspective on the Consumer. NewYork,: McGraw-Hill,.
- Oliver, R. (1999). "Whence consumer loyalty". *Journal of Marketing, Vol. 63*, 33-44.
- Oztekin, A. (2011). A decision support system for usability evaluation of Webbased information systems. *Expert Systems with Applications*. *38*(3), , 2110-2118, .
- Palmer, A. (1994). 'Relationship marketing: back to basics?' . *J Marketing Management 10*, 571-579.
- Palmer, A. (1997). "Defining relationship marketing: an international perspective" . *Management Decision, Vol. 35 No. 4*, , 319-21.
- Panda, T. K. (2003). Creating customer lifetime value through effective CRM in financial services industry. *Journal of Services Research*, 2(2), 157-171.
- Parasuraman, A. G. (2000). The impact of technology on the quality-valueloyalty chain: a research agenda. *Journal of the Academy of Marketing Science* 28 (1), 168–174.
- Parasuraman, A. Z. (1988). Servqual: A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64 (1), 12-40.
- Parmar, S. (2014). A Study of Brand Loyalty for Cosmetic Products among Youth. . *International Journal for Research in Management and Pharmacy*, Vol. 3, No. 6, 9-21.

- Patricia Martínez*, I. R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management* 35, 89–99.
- Patrick Hartmann, ,. V. (2007). Managing customer loyalty in liberalized residential energy markets: The impact of energy branding. *Energy Policy, Volume 35, Issue 4*, 2661-2672.
- Paul Peter J., a. J. (2010). "Consumer Behavior and Marketing Strategy.
- Pawar, P. &. (2012). Analysis of Cell Phone Market in India for Extracting New Dimensions of Consumer Brand Loyalty Measurement . *International Journal of Multidisciplinary Research*, Vol. 2, No. 7, 114-130.
- Pearson, B. (2006). Life is not a shopping cart: Three keys to building brands and improving customer loyalty. . *Journal of Consumer Marketing*, 23(7), 385–386.
- Perkowski, F. (2003). "Industry customers are satisfied, but purchase loyalty remains elusive". *Pulp and Paper, Vol. 77 No. 3*, , 38-41.
- Pollack, B. (2009). "Linking the hierarchical service quality model to customer satisfaction and loyalty". *Journal of Services Marketing, Vol. 23 No. 1*, 42-50.
- Pont, M. a. (2005). "An empirical investigation of customer satisfaction and loyalty across two divergent bank segments". *Journal of Financial Services Marketing, Vol. 9 No. 4*, 344-359.
- Portela, M. a. (2006). Profitability of a sample of Portuguese bank branches and its decomposition into technical and allocative components. . *European Journal of Operational Research*, 162(3), 850-866.
- Quinn, J. D. (1990). "Beyond products: services-based strategy". *Harvard Business Review, March-April*, , 58-68.
- R.M. Morgan, S. H. (1994). The commitment–trust theory of relationship marketing. *J. Mark. vol* 58, 20–38.
- Rachel W.Y.Yee, A., (2010). An empirical study of employee loyalty, service quality and firm performance in the service industry. *Int. J. Production Economics* 124, 109–120.
- Raemdonck, K. S. (2015). Lesson in Simplicity that Should Shape the Future of drug delivery. . *Nature Biotechnology. Vol 33*, pp 1026-1027

- Rahim Mosahab, O. M. (2010). Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. *International Business Research Vol. 3, No.* 4, 72-80.
- Rapala, A. (2014). Elements of brand loyalty in lifestyle brand context. . *Elements of brand loyalty in lifestyle brand context. Master Thesis. Department of Marketing, Aalto University*, . Department of Marketing, Aalto University, School of Business
- Rapp, S. a. (1990). *The Great Marketing Turnaround*, . Englewood Cliffs, NJ.: Prentice-Hall, .
- Rauyruen, P. &. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of Business Research*, 60(1), 21–31.
- Reichheld, F. a. (1990). "Jr Zero defections: Quality comes to service". *Harvard Business Review, Vol.* 68, 105-11.
- Roberts, K. V. (2003). Measuring the quality of relationships in consumer services: An empirical study. *European Journal of Marketing*, *37*(1/2), 169–196.
- Robie, C. R. (1998). The relation between job level and job satisfaction. . *Group and Organization Management*, 23(4), 470–495.
- Rosenberg, L. J. (1998). "A marketing approach to customer retention" . J Consumer Marketing I, 45-51.
- Rossiter, J. a. (1987). Advertising and Promotion Management. Singapore: McGraw Hill.
- Rundle-Thiele, S. (2005). "Exploring loyal qualities: assessing survey-based loyalty measures". *Journal of Services Marketing, Vol. 19 No. 7*, 492-500.
- Rundle-Thiele, S. a. (2001). "Assessing the performance of brand loyalty measures". *Journal of Services Management, Vol. 7*, pp. 529-46.
- Rust, R. T. (1995). "Return on Quality (ROQ): Making Service Quality Financially Accountable, . "Journal of Marketing, 59 (2), 58–70.
- Saha, G. C. (2009). "Service quality, satisfaction, and behavioural intentions: a study of low-cost airline carriers in Thailand,". *Managing Service Quality*, 19(3), 350-372.

- Salim, S. (2011). An assessment of brand loyalty of banking clients. North West University.
- Salmiah Mohamad Amina*, U. N. (2012). Factors Contributing to Customer Loyalty Towards Telecommunication Service Provider. Factors Contributing to Customer Loyalty Towards TelecommuInternational Conference on Asia Pacific Business Innovation & Technology Management,.
- Sarjono, H. (2014). SEM Structural Equation Modeling. Jakarta: Salemba Empat
- Schiffman, L. a. (2000). *Consumer Behavior, 7th ed.* Englewood Cliffs, NJ.: Prentice-Hall, Inc.
- Schlossberg, H. (1990). Satisfying customer is a minimum: You really have to delight them. *Marketing News*, 24(11), 10-11.
- Schumaker, R. E. (1996). *A beginner's guide to SEM*. New Jersey: Lawrence Erlbaum Associates.
- Sekaran, U. (2007). Research methods for business. USA: John Wiley.
- Selnes, F. (1993). "An examination of the effect of product performance on brand reputation, satisfaction, and loyalty". *European Journal of Marketing, Vol.* 27 No. 9, 19-35.
- Serkan, A. a. (2004). The Analysis of Antecedents of Customer Loyalty in the Turkish Mobile Telecommunication Market. . *European Journal of Marketing*. *39*, , 910-925.
- Sevilla, C. G. (2007). Research Methods. Quezon City.: Rex Printing Company.
- Shahnawaz Abdin, N. H. (2016). A Conceptual Perspective on Brand Switching Behaviour of Consumers in Telecommunication Industry. *IMPACT FACTOR Vol. XI No. 1*, 50-58.
- Shahrokh Nikou n, J. z. (2013). Evaluation of mobile services and substantial adoption factors with Analytic Hierarchy Process (AHP). *Telecommunications Policy 37*, 915–929.
- Sheth, J. N. (1968). "A Factor Analytical Model of Brand Loyalty". *Journal of Marketing Research (JMR), Nov68, Vol. 5 Issue 4*, 395-404.

- Shintaro Okazaki. Akihiro Katsukura, M. N. (2007). How Mobile Advertising Works: The Roie of Trust in Improving Attitudes and Recall. *Journal of advertising research*.
- Shoemaker, S. &. (1999). Customer loyalty: The future of hospitality marketing. . *International Journal of Hospitality Management, 18*, , 345-370.
- Shugan, S. (2005). Editorial Brand Loyalty Programs: Are They Shams? . *Marketing Science, Vol. 24, No. 2*, 185-193.
- Shukla, P. (2009). "Impact of contextual factors, brand loyalty, and brand switching on purchase decisions". *Journal of Consumer Marketing, Vol.* 26 No. 5, 348-357.
- Sidik, S. (2014). How Loyal are You? Factors Influencing Consumer Brand Loyalty. University of Utara, Malaysia.
- Silalahi, U. (2015). *Metode Penelitian Sosial Kuantitatif.* Bandung: Refika Aditama.
- Silvestro, R. C. (2000). Applying the service-profit chain in a retail environment: challenging the satisfaction mirror. *International Journal of Service Industry Management 11* (3)., 244–268.
- Sirgy, M. a. (2008). "Effect of self-congruity with sponsorship on brand loyalty". Journal of Business Research, Vol. 61 No. 10, 1091-1097.
- Sondoh, S. L. (2007). The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic . *Asian Academy of Management Journal*, 12(1), 83–107.
- Song, J. H. (2008). Determinants of perceived web site interactivity. *Journal of Marketing*, 72(2), 99-113.
- Speece, M. (1998). Value orientation among Asian middle class consumers. . Marketing and Research Today, 27(November), 156–165.
- Sreenivasulu, M. J. (2014). Customer Brand Loyalty towards Corporate Retail Store A case study of Big Bazaar retail store in Bangalore city. IOSR. *Journal of Business and Management, Vol. 16, No. 4*, 1-8.
- Srikanjanarak, S. O. (2009). "The conceptualisation and operational measurement of price fairness perception in mass service context,". *Asian academy of management journal*, 14, 79-93.

- Stewart, T. A. (1997). A satisfied customer isn't enough. *Fortune*, 136(July),, 90-91.
- Strauss Judy, F. R. (2014). e Marketing. Boston: Pearson.
- Strauss, B. a. (1997). "The qualitative satisfaction model". *International Journal of Service Industry Management, Vol. 9 No. 2*, 169-88.
- Su, L. ((2014)). "Understanding psychological contract breach in the customer-firm relationship". Graduate Theses and Dissertations. Paper 13825.
- Sugiyono. (2009). Metode Penelitian Bisnis. Bandung: Penerbit Alfabeta.
- Susan, F. (1994). A consumer–brand relationship framework for strategic brand management. . *Dissertation* . University of Florida,.
- Susan., F. (1998;). Consumers and their brands: developing relationship theory in consumer research. *J Consum Res*, 343–73.
- Sutikno, B. (2011). Does Consumers' Brand Identification Matter: The Mediating Roles of Brand Loyalty. . *The International Journal of Interdisciplinary Social Sciences*, 6(3), 1833-1882.
- Sweeney, J. S. (2001). Customer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- Schumaker, R. E. (1996). *A beginner's guide to SEM*. New Jersey: Lawrence Erlbaum Associates.
- Sekaran, U. (2007). Research methods for business. USA: John Wiley.
- Sugiyono. (2012). Metode Penelitian Bisnis. Bandung: Penerbit Alfabeta
- Tariq M. Khizindar, A. F.-A. (2015). An empirical study of factors affecting customer loyalty of telecommunication industry in the kingdom of saudi arabia. *British Journal of Marketing Studies Vol.3*, No.5, 98-115.
- Takala, T. a. (1996). 'An Alternative View of Relationship Marketing: A Framework for Ethical Analysis'. *European Journal of Marketing* 30(2), 45-60.
- Telkomsel. (2011, 2012, 2013, 2014 dan 2015). *Laporan tahunan perusahaan Telkomsel*. Jakarta: Telkomsel tahun.

- Tomaz Cater, P. B. (2010). Product and relationship quality influence on customer commitment and loyalty in B2B manufacturing relationships. *Industrial Marketing Management*, 1 55.
- Treacy, M. a. (1993). "Customer intimacy and other value disciplines". *Harvard Business Review, January-February*, 84-93.
- Uncles, M. D. (2003). "Customer loyalty and customer loyalty programs", . "Journal of Consumer Marketing, Vol. 20 No. 4, , pp. 294-316.
- Valletti, T. (1999). A model of competition in mobile communications. *Information Economics and Policy*, 11,, 61–72.
- Valor, G. d. (2007). Stakeholders anagement Systems: Empirical Insights from Relationship Marketing and Market Orientation Perspectives. *Journal of Business Ethics*, 425-439.
- Veloutsou, C. S. (2002). "Relationship marketing, what if . . .?". European Journal of Marketing, Vol. 36 No. 4, ., 433-49.
- Verhoef, P. R. (2010). Customer engagement as a new perspective in customer management. . *Journal of Service Research*, 13, , 247–252.
- Vivek, S. .. (2009). A scale of consumer Engagement . (*Doctoral dissertation*). . Alabama.: Department of Management/Marketing, University of Alabama.
- Wan, L. C. (2011). The role of relationship norms in responses to service failures. *Journal of Consumer Research*, 38(August), , 260-277.
- Wang, P. (2017). *Induction and restriction functors for cellular categories.*:.
- Ward, K. &. (1997). Quality of Service in Telecommunications. . Stevenage: The Institution of Electrical Engineers Press, .
- Wong, A. &. (2003). Service quality and customer loyalty perspectives on two levels of retail relationships. . *Journal of Services Marketing*, 17(5), 495–513.
- Wong, A. a. (2006). "Determinants and outcomes of relationship quality: a conceptual model and empirical investigation". *Journal of International Consumer Marketing, Vol. 18 No. 3*, 81-96.
- Wu, G. &. (2006). Conceptualizing and measuring the perceived interactivity of websites. *Journal of Current Issues & Research in Advertising*, 28(1), , 87-104.

- XL Axiata . (2011, 2012, 2013, 2014 dan 2015). *Laporan tahunan perusahaan XL Axiata* . Jakarta: XL Axiata.
- Yee, W. &. (2008). Influence of Brand Loyalty on Consumer Sportswear. International Journal of Economics and Management, Vol. 2, No. 2, 221-236.
- Yi, Y. &. (2003). Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty. *Journal of the Academy of Marketing Science*, Vol. 31, No. 3, 229-240.
- Yieh, K. Y.-C.-K. (2007). Understanding the antecedents to customer loyalty by applying structural equation modeling. *Total Quality Management & Business Excellence*, 18 (3), 267-284.
- Yim, C. K. (2008). Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customers' Firm Affection and Customers' Staff Relationships in Services. *Journal of Marketing Research (JMR)*, 45(6), 741-756.
- Yoo B, D. N. (2000). An examination of selected marketing mix elements and brand equity. *J. Acad. Marketing Sci.* 28(2), 195–211.
- Yoo, B. &. (2001). Developing a cale to measure the perceived quality of n internet shopping site SITEQUAL. . *Journal of Electronic Commerce*, 2(1), 31-47
- Yoon, M. S. (2003). Organizational citizenship behaviors and service quality as external effectiveness of contact employees. *Journal of Business Research* 56 (8), 597–611.
- Yoon, Y. &. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. . *Tourism Management*, 26, , 45-56.
- Yuksel, E. G. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing* 42 (1/2), 35–68.
- Zairi, M. (2000). "Managing customer satisfacton: a best practice perspective", . *The TQM Magazine, Vol. 12 (6)*, , pp.389-494.

- Zeithaml, V. (1988). Consumer perceptions of rice, quality, and value: a meansend model and synthesis of evidence. *Journal of Marketing 52*, 2e22, 2e22.
- Zeithaml, V. A. (2000). Services marketing: Integrating customer focus across the firm. Madison: McGraw-Hill.
- Zeithaml, V. P. (2002). An empirical examination of the service quality-value-loyalty chain in an electronic channel. North Carolina.: Chapel Hill, NC: University of North Carolina.
- Zekiri, B. A. (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). International Journal of Academic Research in Business and Social Sciences October 2011, Vol. 1, No. 3 ISSN: 2222-6.
- Zikmund, W. G. (2010). Business Research methods. Canada: Cengage Learning.
- Zinkhan, G. M. (2002). 'Relationship Marketing: Theory and Implementation', . *Focused Management 5(2)*, 83-89.
- Zontanos, G. &. (2004). Relationships, marketing and small business: An exploration of links in theory and practice. *Qualitative Market Research: An International Journal*, 7(3), 228–236.

.