

**PENGARUH CUSTOMER ENGAGEMENT TERHADAP CUSTOMER LOYALTY
(Studi kasus pada Pelanggan Bukalapak di Kota Bandung)**

SKRIPSI

Diajukan sebagai salah satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis



Oleh
Nurhasanah
1507196

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2019**

**PENGARUH CUSTOMER ENGAGEMENT TERHADAP
CUSTOMER LOYALTY**

(Studi Kasus pada Pelanggan Bukalapak di Kota Bandung)

Oleh :
Nurhasanah
1507196

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

©Nurhasanah 2019
Universitas Pendidikan Indonesia 2019
November 2019

Hak Cipta dilindungi undang-undang. Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan di cetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

**PENGARUH CUSTOMER ENGAGEMENT TERHADAP CUSTOMER
LOYALTY**

(Studi kasus pada Pelanggan Bukalapak di Kota Bandung)
Skripsi ini disetujui dan disahkan oleh:

Pembimbing I,



Prof. Dr. Hj. Ratih Hurriyati, M.P.
NIP. 19680225 199301 2 001

Pembimbing II



Drs. H. Rd. Dian Herdiana Utama, M.Si.
NIP. 19640823 199302 1 001

Menyetujui,

Dekan Fakultas
Pendidikan Ekonomi dan Bisnis



Prof. Dr. H. Agus Rahayu, M.P.
NIP. 19620607 198703 1 002

Ketua Program Studi
Pendidikan Bisnis



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

Tanggung Jawab Juridis

Ada pada Penulis



Nurhasanah
1507196

ABSTRAK

Nurhasanah (1507196), “**Pengaruh Customer Engagement terhadap Customer Loyalty (Studi kasus pada Pelanggan Bukalapak di Kota Bandung)**”. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Drs. Rd. Dian Herdiana Utama, M.Si.

Semakin cepatnya perkembangan teknologi di zaman sekarang ini, telah membawa perubahan yang besar bagi kehidupan masyarakat. Berkembangnya teknologi menyebabkan tingginya pengguna internet di Indonesia dan mendorong munculnya banyak *marketplace* di Indonesia. Dengan semakin banyaknya *marketplace* di Indonesia menimbulkan semakin tingginya persaingan antar perusahaan. Loyalitas menjadi salah satu kunci perusahaan untuk mempertahankan pelanggannya. Penelitian ini bertujuan untuk mengetahui gambaran *customer engagement* pada pelanggan Bukalapak di Kota Bandung, mengetahui gambaran *customer loyalty* pada pelanggan Bukalapak di Kota Bandung, dan memperoleh temuan besarnya pengaruh *customer engagement* terhadap *customer loyalty* pada pelanggan Bukalapak di Kota Bandung. Jenis penelitian yang digunakan adalah deskriptif eksplanatif , dan metode yang digunakan adalah metode survei dengan menggunakan teknik *simple random sampling* dengan jumlah sampel 115 responden. Teknik analisis yang digunakan adalah *path analysis* dengan alat bantu *software* komputer SPSS 24.0 for Windows dan Microsoft Excel 2013 for Windows 7. Berdasarkan hasil penelitian secara keseluruhan melalui *path analysis* menunjukkan hasil perhitungan yang lebih besar daripada yang ada pada tabel. Artinya secara keseluruhan terdapat pengaruh yang signifikan dari *customer engagement* terhadap *customer loyalty*. Sebagai usaha untuk meningkatkan loyalitas, pihak perusahaan perlu meningkatkan layanan sesuai sub variabel pada *customer engagement*.

Kata Kunci : *customer engagement, customer loyalty*

ABSTRACT

Nurhasanah (1507196), "*The Effect of Customer Engagement on Customer Loyalty (Case Study on Bukalapak Customers in Bandung)*". Under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Drs. Rd. Dian Herdiana Utama, M.Si.

The rapid development of technology in this day and age, has brought great changes to people's lives. The development of technology led to the high internet users in Indonesia and encouraged the emergence of many marketplaces in Indonesia. With the increasing number of marketplaces in Indonesia, there is increasing competition among companies. Loyalty is one of the keys to the company in maintaining its customers. This study aims to determine the description of customer engagement in Bukalapak customers in the city of Bandung, knowing the description of customer loyalty in Bukalapak customers in the city of Bandung, and to find findings of the influence of customer engagement on customer loyalty in Bukalapak customers in the city of Bandung. This type of research is descriptive explanatory, and the method used is a survey method using a simple random sampling technique with a sample of 115 respondents. The analysis technique used is path analysis with computer software tools SPSS 24.0 for Windows and Microsoft Excel 2013 for Windows 7. Based on overall research results through path analysis shows the calculation results are greater than those in the table. This means that overall there is a significant influence of customer engagement on customer loyalty. In an effort to increase loyalty, the company needs to improve services according to sub-variables in customer engagement.

Keywords: *customer engagement, customer loyalty*

DAFTAR ISI

ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR.....	vii
UCAPAN TERIMA KASIH.....	viii
DAFTAR ISI.....	xi
DAFTAR GAMBAR.....	xv
DAFTAR TABEL	xvi
DAFTAR LAMPIRAN	xviii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Identifikasi Masalah.....	11
1.3 Rumusan Penelitian	10
1.4 Tujuan Penelitian	10
1.5 Kegunaan Penelitian	11
BAB II TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	13
2.1 Kajian Pustaka	13
2.1.1 Customer Loyalty.....	13
2.1.1.1 Konsep Customer Loyalty dalam <i>Consumer Behavior</i>	13
2.1.1.2 Definisi Customer Loyalty.....	14
2.1.1.2 Dimensi Customer Loyalty	16
2.1.1.3 Model Customer Loyalty	19
2.2.1 Customer Engagement.....	24
2.2.1.1 Definisi Customer Engagement.....	24
2.2.1.2 Dimensi Customer Engagement	25
2.2.1.4 Pengaruh Customer Engagement terhadap Customer Loyalty	29
2.2.1.5 Penelitian Terdahulu.....	31
2.2 Kerangka Pemikiran.....	34
2.3 Hipotesis	40
BAB III OBJEK DAN METODE PENELITIAN.....	41
3.1 Objek Penelitian.....	41
3.2 Metode Penelitian	41
3.2.1 Jenis Penelitian dan Metode yang Digunakan	41
3.2.2 Operasionalisasi Variabel	42
3.2.3 Jenis dan Sumber Data.....	46
3.2.4 Populasi dan Sampel	49
3.2.4.1 Populasi	49
3.2.4.2 Sampel	49
3.2.6 Teknik Pengumpulan Data.....	49
3.2.7 Pengujian Validitas dan Reliabilitas	52
3.2.7.1 Pengujian Validitas.....	52
3.2.7.2 Hasil Pengujian Validitas	52
3.2.7.3 Pengujian Reliabilitas	54
3.2.8 Rancangan Analisis Data	60
3.2.8.1 Rancangan Analisis Data Deskriptif.....	61
3.2.8.2 Garis Kontinum	63
3.2.8.3 Analisis Eksplanatif Menggunakan <i>Path Analysis</i>	64

3.2.9	Rancangan Pengujian Hipotesis.....	69
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	72	
4.1	Profil Perusahaan dan Karakteristik Pelanggan Bukalapak	72
4.1.1	Profil Perusahaan	72
4.1.1.1	Sejarah Singkat	72
4.1.1.2	Produk dan Layanan Tersedia.....	73
4.1.2	Karakteristik Pelanggan Bukalapak.....	73
4.1.2.1	Karakteristik Pelanggan Berdasarkan Jenis Kelamin	73
4.1.2.2	Karakteristik Pelanggan Berdasarkan Usia.....	74
4.1.2.3	Karakteristik Responden Berdasarkan Status Pernikahan	75
4.1.2.4	Karakteristik Pelanggan Berdasarkan Pekerjaan	76
4.1.2.5	Karakteristik Pelanggan Berdasarkan Penghasilan/Uang Saku per Bulan.....	77
4.1.2.6	Karakteristik Pelanggan Berdasarkan Uang yang Dibelanjakan Per Bulan.....	79
4.1.3	Pengalaman Pelanggan Bukalapak	
4.1.3.1	Pengalaman Pelanggan Berdasarkan Jangka Waktu Penggunaan Bukalapak	79
4.1.3.2	Pengalaman Pelanggan Berdasarkan Alasan Menggunakan Bukalapak	79
4.1.3.3	Pengalaman Pelanggan Berdasarkan Penggunaan <i>Online Marketplace Lain</i>	80
4.1.3.4	Pengalaman Pelanggan Berdasarkan <i>Online Marketplace</i> lain yang Paling Bagus selain Bukalapak.....	81
4.2	Tanggapan Responden mengenai <i>Customer Engagement</i> pada Bukalapak di Kota Bandung.....	83
4.2.1	Tanggapan responden terhadap Dimensi <i>Contingency Interactivity</i>	83
4.2.2	Tanggapan Responden terhadap Dimensi <i>Self-company Connection</i>	86
4.2.3	Tanggapan Responden terhadap Dimensi <i>Company Attitude</i>	89
4.2.4	Tanggapan Responden terhadap Dimensi <i>Word of Mouth Intentions</i>	92
4.2.5	Rekapitulasi Tanggapan Responden mengenai Variabel <i>Customer Engagement</i>	95
4.3	Tanggapan Responden mengenai <i>Customer Loyalty</i> pada Bukalapak di Kota Bandung.....	97
4.3.1	Tanggapan Responden terhadap dimensi <i>Makes Reguler Repeat Purchase</i> pada Bukalapak di Kota Bandung	100
4.3.2	Tanggapan Responden terhadap dimensi <i>Purchases Across Product and Service Line</i> pada Bukalapak di Kota Bandung.....	103
4.3.3	Tanggapan Responden terhadap dimensi <i>Refers Others</i> pada Bukalapak di Kota Bandung	105
4.3.4	Tanggapan Responden terhadap dimensi <i>Demonstrate Immunity of The Pull Competition</i> pada Bukalapak di Kota Bandung	110
4.3.5	Rekapitulasi Tanggapan Responden mengenai Variabel <i>Customer Loyalty</i>	
4.4	Pengujian Hipotesis.....	110
4.4.1	Pengujian Asumsi Analisis Jalur	110
4.4.2	Pengujian Koefisien Korelasi dan Koefisien Jalur	111
4.4.3	Koefisien Determinasi Total (R^2)	112

4.4.4 Koefisien jalur Epsilon (Variabel Lain).....	112
4.4.5 Pengujian secara Simultan	113
4.4.6 Pengujian Secara Parsial	114
4.4.7 Trimming	116
4.4.7.1 Pengujian Koefisien Korelasi dan Koefisien	116
4.4.7.2 Koefisien Determinasi Total (R^2)	118
4.4.7.3 Koefisien jalur Epsilon (Variabel Lain).....	118
4.4.7.4 Pengujian secara Simultan	119
4.4.7.5 Pengujian Secara Parsial	120
4.4.7.6 Pengaruh Langsung dan Tidak Langsung	120
4.5 Pembahasan Hasil Penelitian	122
4.5.1 Pembahasan <i>Customer Engagement</i>	122
4.5.2 Pembahasan <i>Customer Loyalty</i>	124
4.5.3 Pembahasan Pengaruh Customer <i>Engagement</i> terhadap <i>Customer Loyalty</i>	125
4.6 Implikasi Hasil Penelitian	126
4.6.1 Temuan Penelitian bersifat Teoritis	126
4.6.2 Temuan Penelitian Bersifat Empiris	128
4.6.3 Implikasi Hasil Penelitian <i>Customer Engagement</i> terhadap <i>Customer Loyalty</i>	129
BAB V KESIMPULAN DAN REKOMENDASI	131
5.1 Kesimpulan	131
5.2 Rekomendasi.....	132
DAFTAR PUSTAKA	133
LAMPIRAN.....	136

DAFTAR PUSTAKA

- Akroush, M. N., & Mahadin, B. K. (2019). An intervariable approach to customer satisfaction and loyalty in the internet service market. <https://doi.org/10.1108/IntR-12-2017-0514>
- Ali, F., Gon, W., Li, J., & Jeon, H. (2016). Journal of Destination Marketing & Management Make it delightful : Customers ' experience , satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*, 1–11. <https://doi.org/10.1016/j.jdmm.2016.05.003>
- Ali, Muhammad. (1985). *Penelitian Pendidikan Prosedur dan Strategi*. Bandung: Angkasa
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Arifin, Z. (2011). *Penelitian Pendidikan: Metode dan paradigma baru*. Bandung: PT Remaja Rosda Karya.
- Artaya, I. P., & Arimbawa, I. G. (2018). Penerapan Metode Korelasi dalam Mengukur Hubung antara Customer Relationship dengan Customer Loyalty pada PT Antika Raya Surabaya, 2(031), 16.
- Arwinskyah, Didik. (2019). <http://didikarwinskyah.com/> diakses pada 5 Oktober 2019
- Award, T. B. (2019). Bukalapak.
- Banyte, J., & Dovaliene, A. (2014). Relations between Customer Engagement into Value Creation and Customer Loyalty. *Procedia - Social and Behavioral Sciences*, 156(April), 484–489. <https://doi.org/10.1016/j.sbspro.2014.11.226>
- Banyte, J., & Dovaliene, A. (2014b). Relations between Customer Engagement into Value Creation and Customer Loyalty. *Procedia - Social and Behavioral Sciences*, 156(5), 484–489. <https://doi.org/10.1016/j.sbspro.2014.11.226>
- Barnes, J. G. (2003). *Secrets of Customer Relationship Management*. Yogyakarta: ANDI.
- Berry, L. L. (1995). Relationship Marketing of Services-- Growing Interest , Emerging Perspectives, 23(4), 236–245.
- Bowden, J. L.-H. (2009). The Process of Customer Engagement: A Conceptual Framework. *The Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Bowen, J. T. (2003). Loyalty : A Strategic Commitment. *Cornell Hotel and Restaurant Administration Quarterly*, 13(2), 31–46. [https://doi.org/10.1016/S0010-8804\(03\)90105-4](https://doi.org/10.1016/S0010-8804(03)90105-4)
- Bowen, J. T., & Chen, S. L. (2005). The relationship between customer loyalty and customer satisfaction The relationship between customer loyalty and customer satisfaction.
- Brodie, R.J., Ilic, A., Juric, B. & Hollebeek, L., 2011. *Consumer Engagement in A Virtual*

Brand Community : An Exploratory Analysis

- Calder, B. J., Malthouse, E. C., & Schaezel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331. <https://doi.org/10.1016/j.intmar.2009.07.002>
- Chang, Y., & Chang, Y. (2010). Journal of Air Transport Management Does service recovery affect satisfaction and customer loyalty ? An empirical study of airline services. *Journal of Air Transport Management*, 16(6), 340–342. <https://doi.org/10.1016/j.jairtraman.2010.05.001>
- Chathoth, P. K., Ungson, G. R., Altinay, L., Chan, E. S. W., Harrington, R., & Okumus, F. (2014). Barriers affecting organisational adoption of higher order customer engagement in tourism service interactions. *Tourism Management*, 42, 181–193. <https://doi.org/10.1016/j.tourman.2013.12.002>
- Chen, P., & Hu, H. S. (2012). Total Quality Management & Business Excellence The mediating role of relational benefit between service quality and customer loyalty in airline industry, (September), 37–41. <https://doi.org/10.1080/14783363.2012.661130>
- Cheung, C. M. K., Zheng, X., & Lee, M. K. O. (2014). Customer loyalty to C2C online shopping platforms: An exploration of the role of customer engagement. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 3065–3072. <https://doi.org/10.1109/HICSS.2014.382>
- Christopher, Martin, Payne, A., & David Ballantyne. (2003). Relationship Marketing: Looking Back, Looking Forward. *Marketing Theory Article*, 3, 159–166.
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 30(4), 289–300. <https://doi.org/10.1016/j.ijinfomgt.2009.10.001>
- Dick, A. S., & Basu, K. (1994). Customer Loyalty : Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science. Volume*, 22, 99–113.
- Dirgantari, P.Dewi. 2012. Pengaruh Kualitas Layanan Jasa Pendidikan Terhadap Kepuasan Mahasiswa serta Dampaknya Terhadap Upaya Peningkatan Citra Perguruan Tinggi Negeri Menuju World Class University.
- Ebru, K. (2012). Brand Loyalty's impact on customer engagement in virtual brand communities – by the case of Turkish market.
- Farley, J. U. (1964). Does Loyalty " Vary Products ? *Journal of Marketing Research*, 1(4), 9–14.
- Gaffar, V. (2007). *CRM dan MPR Hotel (Customer Relationship Management dan Marketing Public Relations)*. Bandung: Alfabeta.
- Gefen, D. (2002). Customer Loyalty in E-Commerce, 3, 27–51.
- Getty, J. M., & Thompson, K. N. (1995). The Relationship Between Quality,

- Satisfaction, and Recommending Behavior in Lodging Decisions. *Journal of Hospitality & Leisure Marketing*, 2(3), 3–22. https://doi.org/10.1300/J150v02n03_02
- Greenberg, P. (2002). *CRM at The Speed of Light: Capturing and Keeping Customer in Internet Real Time*. (Second). New York: Osborne.
- Griffin. (2002). *Customer Loyalty terjemahan Dwi Kartini Yahya*. Jakarta: Erlangga.
- Griffin, J. (1995). Customer Loyalty: How to earn it. Simmon and Schuster Inc.
- Griffin, J. (2002). *Customer Loyalty How to Earn It, How to Keep It*. Kentucky: Mc Graw Hill.
- Griffin, J. (2005). *Customer Loyalty : Customer Loyalty: How to Earn It, How to Keep It*.
- Griffin, J. (2010). *Customer Loyalty*: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Jakarta : Erlangga
- Gronholdt, L., Martensen, A., & Kristensen, K. (2010). The relationship between customer satisfaction and loyalty : Cross-industry differences, (September 2013), 37–41. <https://doi.org/10.1080/09544120050007823>
- Grönroos, C. (1999). Keynote paper From marketing mix to relationship marketing – towards a paradigm shift in marketing, 35(4), 322–339. <https://doi.org/10.1108/00251749710169729>
- Gruen, T. W., Summers, J. O., & Acito, F. (2000). Relationship Marketing Activities , Commitment , and Membership Behaviors in Professional, 64(July), 34–49.
- Hallowell, R. (1996). The relationships of customer satisfaction , customer loyalty , and profitability : an empirical study, 7(4), 27–42. <https://doi.org/doi.org/10.1108/09564239610129931>
- Han, H., & Ryu, K. (2009). Journal of Hospitality & Tourism Research. *The Roles of the Physical Environment, Price Perception, and Customer Satisfaction in Determining Customer Loyalty in the Restaurant Industry*, 487. <https://doi.org/10.1177/1096348009344212>
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*, 9(1), 21–40. <https://doi.org/10.1108/IJQSS-07-2016-0048>
- Hayes, B. E. (2008). The True Test Of Loyalty.Quality Progress Magazine.
- Hermawan, A. (2009). *Penelitian Bisnis: Paradigma Kuantitatif Edisi Revisi*. Jakarta: Gramedia Pustaka Utama
- Ho, C.-I., & Yi-Ling, L. (2007). The development of an e-travel service quality scale. *Tourism Management*, 28(5), 3–20. <https://doi.org/10.1016/j.tourman.2006.12.002>
- Hurriyati, R. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung:

Alfabeta.

- Hwang, E., Baloglu, S., & Tanford, S. (2019). International Journal of Hospitality Management Building loyalty through reward programs : The influence of perceptions of fairness and brand attachment, 76(February 2018), 19–28. <https://doi.org/10.1016/j.ijhm.2018.03.009>
- Https://databoks.katadata.co.id/ diakses pada 5 Oktober 2019
- Https://topbrandaward.com/ diakses pada 5 Mei 2019
- Hypestat. (2019). Retrieved May 2, 2019, from www.hypestat.com
- Intan, Nugraheni Catherina. (2012). Pengaruh Customer Engagement melalui Media Sosial terhadap Kepercayaan Merek
- Jiang, H., & Zhang, Y. (2016). Journal of Air Transport Management An investigation of service quality , customer satisfaction and loyalty in China ' s airline market. *Journal of Air Transport Management*, 57, 80–88. <https://doi.org/10.1016/j.jairtraman.2016.07.008>
- Jin, W., Seungjun, J., Hee, Y., & Kim, W. (2019). Design of sweepstakes - based social media marketing for online customer engagement. *Electronic Commerce Research*, (0123456789). <https://doi.org/10.1007/s10660-018-09329-0>
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry : the role of customer satisfaction and image, 12(6), 346–351. [https://doi.org/https://doi.org/10.1108/09596110010342559 Permanent](https://doi.org/https://doi.org/10.1108/09596110010342559)
- Katrice, D., & Harini, C. (2018). The Analysis Of Effect Of Sense, Feel, Think, Act, And Relate As The Experiential Marketing Variables To Customer Loyalty Of Andelir Hotel Semarang.
- Kazemi, A. (2013). Impact of Brand Identity on Customer Loyalty and Word of Mouth Communications , Considering Mediating Role of Customer Satisfaction and Brand Commitment . (Case Study : Customers of Mellat Bank in Kermanshah),, 2(4), 1–14. <https://doi.org/10.6007/IJAREMS/v2-i4/1>
- Kim, M., Park, M., & Jeong, D. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services, 28, 145–159. <https://doi.org/10.1016/j.telpol.2003.12.003>
- Kotler, P., Hayes, Thomas, & N, B. P. (2002). *Marketing Professional Service*. Prentice Hall International Press.
- Kotler & Keller (2012). *Manajemen Pemasaran..* Jakarta: Erlangga.
- Kusumah, E.Perdana, Hurriyati, R & Dirgantari, P.D. 2019. Atribut Pemilihan Kualitas Restoran: Citra Merek dan Harga. Volume 6 No 2 2019 Hlm. 117 - 126
- Lee, J. (2001). The impact of switching costs on the customer satisfaction-loyalty link : mobile phone service in France, 15(1), 35–46.
- Leverin, A., & Liljander, V. (2006). Does relationship marketing improve customer relationship satisfaction and loyalty ?

<https://doi.org/10.1108/02652320610671333>

Mahandy, S. R. (2018). Pengaruh Customer Engagement Terhadap Kepercayaan Merek (Survei Pada Followers Social Media Instagram @ strudelmalang), 57(2), 57–65.

Majalah SWA.

Malhotra, Naresh K. (2009). *Riset Pemasaran: Pendekatan Terapan Jilid 2*. Jakarta: PT. Indeks

Malley, L. O. (2000). Relationship marketing in consumer markets Rhetoric or reality ?, 34(7), 797–815.

Morgan, R. M., Hunt, S. D., Morgan, R. M., & Hunt, S. D. (2012). Theory of Relationship Marketing, 58(3), 20–38.

Namukasa, J. (2015). The influence of airline service quality on passenger satisfaction and loyalty The case of Uganda airline industry. <https://doi.org/10.1108/TQM-11-2012-0092>

Ndubisi, N. O. (2014). Relationship marketing and customer loyalty. <https://doi.org/10.1108/02634500710722425>

Nikmah, N. R. (2016). Hubungan Relationship Marketing, Customer Satisfaction Dan Customer Loyalty, 11.

O.Jones, T., & Sasser, W. E. (1995). Why Satisfied Customers Defect.

Oliver, R. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(1999), 33–44. <https://doi.org/10.2307/1252099>

Ostrowski, P. L., Brien, T. V. O., & Gordon, G. L. (1993). Commercial Airline Industry. <https://doi.org/10.1177/004728759303200203>

Pham, M. T., & Avnet, T. (2009). Rethinking Regulatory Engagement Theory. *Journal of Consumer Psychology*, 19(2), 115–123. <https://doi.org/10.1016/j.jcps.2009.02.003>

Ryu, K., Lee, H., & Kim, W. G. (2012). The influence physical environment , food , and service on restaurant image , customer perceived value , customer satisfaction , and behavioral intentions. <https://doi.org/10.1108/09596111211206141>

Samaha, S. A., Beck, J. T., & Palmatier, R. W. (2014). Relationship Marketing, 78(September), 78–98.

Saroha, R., & Diwan, S. P. (2019). Development of an empirical framework of customer loyalty in the mobile telecommunications sector. *Journal of Strategic Marketing*, 00(00), 1–22. <https://doi.org/10.1080/0965254X.2019.1569110>

Sekaran, Uma. (2009). *Research Methods for Business*. Jakarta: Salemba Empat.

Sashi, C.M., 2012. *Customer Engagement, Buyer-Seller Relationships, and Social Media*, <https://doi/ab s/10.1108/00251741211203551>

Sheth, J. N. (1968). A Factor Aaltynalytical Model of Brand Loy. *Journal of Marketing*, 5(4), 395–404.

- Sheth, J. N., & Parvatiyar, A. (1995). The Evolution of Relationship Marketing, 5931(4), 397–418.
- Shoemaker, S., & Lewis, R. C. (1999). Customer loyalty : the future of hospitality marketing, 18.
- Similarweb. (2019). Retrieved May 2, 2019, from www.similarweb.com
- Social, W. A. (2019). We Are Social. <https://doi.org/https://wearesocial.com/blog>
- Singh, A. (2010). Customer Engagement: New Key Metric of Marketing. *Methodology*, 3(13), 347–356. <https://doi.org/http://dx.doi.org/10.1111/j.1524-4741.1997.tb00164.x>
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- Startuprking. (2019). Retrieved May 2, 2019, from www.startuprking.com
- Subaebasni, S., Risnawaty, H., & Wicaksono, A. R. A. (2019). Effect of Brand Image , the Quality and Price on Customer Satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta, 9(1), 90–97.
- Sudaryono. (2016). *Manajemen Pemasaran Teori dan Pemasaran*. Yogyakarta: ANDI.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2014). *Cara Mudah Menyusun Skripsi, Tesis dan Disertasi*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tamyiz, U.M Husni, Hurriyati, R &Dirgantari, P.D. 2019. Pembentukan Loyalitas Pelanggan: Intensi Hubungan dan Kualitas Hubungan (Studi kasus di Industri Ritel Pakaian, Kota Bandung)
- Susilo, Joko. (2019). <http://www.jokosusilo.com/> diakses pada 5 Oktober 2019
- Thakur, R. (2016). Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*, 32, 151–163. <https://doi.org/10.1016/j.jretconser.2016.06.004>
- Tiwana, A. (2001). *The Essentials Guide to Knowledge Management: E-Business and CRM Applications*. USA: Prentice Hall.
- Tjiptono & Chandra, 2016. *Service, Quality, dan Satisfaction Edisi 4*. Yogyakarta: Andi
- Uncles, M. D., & Hammond, K. (2003). Customer loyalty and customer loyalty programs, 20(4), 294–316. <https://doi.org/10.1108/07363760310483676>
- Unsplah. (2019). <http://unsplash.com/> diakses pada 5 Oktober 2019
- Utama, D. H., & Amelia, F. (2006). SOSRO DAN 2 TANG (Survei Pada Pelanggan Teh Celup di Griya Pahlawan dan Giant Pasteur Bandung) Oleh :

Fitri Amelia Abstrak, 30–40.

- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Verhoef. (2010). Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*, 13, 247–252. <https://doi.org/https://doi.org/10.1177/1094670510375461>
- Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, 21(3), 213–228. [https://doi.org/10.1016/0022-1031\(85\)90017-4](https://doi.org/10.1016/0022-1031(85)90017-4)
- Wearesocial. (2019). Retrieved May 2, 2019, from www.wearesocial.com
- Wulandari, A. N. (2019). Pengaruh Experiential Marketing Terhadap Customer Satisfaction Dan Customer Loyalty (Survei pada Nasabah yang Memiliki Tabungan Bank Negara Indonesia (BNI) Kantor Cabang Utama (KCU) Universitas Brawijaya Malang), 68(1), 1–8.
- Yang, S., & Kang, M. (2009). Measuring blog engagement : Testing a four-dimensional scale. *Public Relations Review*, 35, 323–324. <https://doi.org/10.1016/j.pubrev.2009.05.004>
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, 21(10), 799–822. <https://doi.org/10.1002/mar.20030>
- Yeboah-Asiamah, E., Quaye, D. M., & NImako, S. G. (2016). The effecy of lucky draw sales promotion on brand loyalty in mobile telecommunication industry. *African Journal of Economic and Management Studies*, 7(1). <https://doi.org/http://dx.doi.org/10.1108/AJEMS-09-2013-0076>