

DAFTAR PUSTAKA

- Abu-alhaija, A. S., Nerina, R., Yusof, R., Hashim, H., & Jaharuddin, N. S. (2018). Determinants of Customer Loyalty: A Review and Future Directions. *Australian Journal of Basic and Applied Sciences Research*, 12(7), 106–111. <https://doi.org/10.22587/ajbas.2018.12.7.17>
- Al-Tit, A. A. (2015). The effect of service and Food Quality on Customer Satisfaction and Hence Customer Retention. *Asian Social Science*, 11(23), 129–139. <https://doi.org/10.5539/ass.v11n23p129>
- Ali, F., & Omar, R. (2014). Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions : PLS-SEM Approach Towards Malaysian Resort Hotels. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3(2), 175–193. <https://doi.org/10.7603/s40930-014-0010-2>
- Alrubaiee, L. S., Aladwan, S., Joma, M. H. A., Idris, W. M., & Khater, S. (2017). Relationship between Corporate Social Responsibility and Marketing Performance : The Mediating Effect of Customer Value and Corporate Image. *International Business Research*, 10(2), 104–123. <https://doi.org/10.5539/ibr.v10n2p104>
- Branch, T., & Branch, U. (2018). The Impact of Customer Satisfaction, Customer Experience and Customer Loyalty on Brand Power: Empirical Evidence From Hotel Industry. *Journal of Business Economics and Management*, 19(2), 417–430.
- Budi, A. P. (2013). *Manajemen Marketing Perhotelan*. Yogyakarta: CV Andi.
- Chen. (2008). *Investigating Structural Relationships*.
- Chen, C., Yang, H., Li, E. Y., & Liu, C. (2015). How Does Hotel Pricing Influence Guest Satisfaction by The Moderating Influence of Room Occupancy ? *International Journal of Hospitality Management*, 49, 136–138. <https://doi.org/10.1016/j.ijhm.2015.06.006>

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Chen, S. (2015). Customer Value and Customer Loyalty : Is Competition a Missing Link ? *Journal of Retailing and Consumer Services*, 22, 107–116. <https://doi.org/10.1016/j.jretconser.2014.10.007>
- Chen, S. C. (2015). Customer value and customer loyalty: Is competition a missing link? *Journal of Retailing and Consumer Services*, 22, 107–116. <https://doi.org/10.1016/j.jretconser.2014.10.007>
- Chiang, C.-C., & Lee, L.-Y. (2013). An Examination of Perceived Value Dimensions of Hotel Visitors: Using Exploratory and Confirmatory Factor Analyses. *Journal of International Management Studies*, 8(1), 167–174. Retrieved from <http://search.proquest.com/docview/1440809447?accountid=46437>
- Chong, K. L. (2017). “Your Loyalty is Rewarded”: a study of Hotel Loyalty Program in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 9(2), 189–198.
- Chuah, H. W., Marimuthu, M., & Ramayah, T. (2014). The Effect of Perceived Value on the Loyalty of Generation Y Mobile Internet Subscribers: A Proposed Conceptual Framework. *Procedia - Social and Behavioral Sciences*, 130, 532–541. <https://doi.org/10.1016/j.sbspro.2014.04.062>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. (McGraw-Hill, Ed.) (12th Editi). New York.
- Danurdara, A. B., & Hidayah, N. (2016). Creating Customer Value and Its Implication To Customer Loyalty: An Empirical Study at Star Hotels in West Java, Indonesia. *International Review of Management and Business Research*, 5(2), 732–742.
- El-adly, M. I. (2018). Modelling The Relationship Between Hotel Perceived Value , Customer Satisfaction , and Customer Loyalty. *Journal of Retailing and Consumer Services*, 1–11. <https://doi.org/10.1016/j.jretconser.2018.07.007>

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Fuentes-Blasco, M., Moliner-Veázquez, B., & Gil-Saura, I. (2014). Effect of Customer Heterogeneity on The Relationship Satisfaction-Loyalty. *Revista Espanola de Investigacion En Marketing ESIC*, 1–15. <https://doi.org/10.1016/j.reimke.2014.06.002>
- Griffin, J. (2005). *Customer Loyalty: How To Earn It, How To Keep it*. (Edisi Revi). Jakarta: Erlangga.
- Gummesson, E. (2008). *Total Relationship Marketing*. (Butterworth-Heinemann, Ed.) (Third). Oxford.
- Han, H., & Ryu, K. (2009). The Roles of The Physical Environment, Price Perception, and Customer Satisfaction in Determining Customer Loyalty in The Restaurant Industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>
- Hasan, H., Kiong, T. P., & Ainuddin, R. A. (2014). Effects of Perceived Value and Trust on Customer Loyalty Towards Foreign Bankin Sabah Malaysia. *Journal of Emerging Trends in E-Business, Marketing and Consumer Psychology*, 1(2), 137–153.
- Indrawan, R., & Poppy, Y. (2014). *Metodologi Penelitian*. Bandung: PT. Refika Aditama.
- Indrayani, L., & Nurcaya, I. N. (2014). Peran Persepsi Kualitas Produk Dalam Memediasi Pengaruh Gaya Hidupn Terhadap Niat Beli Handphone Samsung Galaxy Di Kota Denpasar, 885–901.
- Ishaq, M. I., Bhutta, M. H., Hamayun, A. A., Danish, R. Q., & Hussain, N. M. (2014). Importance of Servicescape in Services Industries, 4(4), 164–168.
- Kandampully Tingting, J., & Anil Bilgihan, Z. (2015). Customer Loyalty: A Review and Future Directions With a Special Focus on The

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY

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

Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414.

- Kiang, Y. (2016). Business and Economics An Empirical Study of Customer Value , Customer Trust and Customer Loyalty Based on E-Commerce. *Business and Economics An Empirical Study of Customer Value , Customer Trust and Customer Loyalty Based on E-Commerce*, 7(3). <https://doi.org/10.4172/2151-6219.1000242>
- Kim, H., & Lee, S. (2015). Impacts of City Personality and Image on Revisit Intention. *International Journal of Tourism Cities*, 1(1), 50–69. <https://doi.org/10.1108/IJTC-08-2014-0004>
- Kim, J. -Hyeong. (2012). Development of A Scale To Measure Memorable Tourism Experiences. *Journal of Travel Research*, 51(1), 12–25.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing*. <https://doi.org/10.2307/1250103>
- Kotler, P., Bowen, J., & Makens, J. (2014). *Marketing for Hospitality and Tourism* (6th Editii).
- Kotler, P., & Keller, K. (2016). *Marketing Management*. <https://doi.org/10.1080/08911760903022556>
- Lazarevic, V. (2012). Encouraging Brand Loyalty in Fickle Generation Y Consumers. *Young Consumers*, 13(1), 45–61. <https://doi.org/10.1108/17473611211203939>
- Li, M., & Green, R. D. (2012). A Mediating Influence on Customer loyalty : The Role of Perceived Value. *Management and Marketing Research*, 1–12.
- Magatef, S. G., & Tomalieh, E. F. (2015). The Impact of Customer Loyalty Programs on Customer Retention. *International Journal of Business and Social Science*, 6(8), 78–93.

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<https://doi.org/10.1615/HeatTransRes.2013005645>

- Molapo, M. E., & Mukwada, G. (2011). The Impact of Customer Retention Strategies in the South African Cellular Industry: The Case of the Eastern Free State . *International Journal of Business, Humanities and Technology*, 1(2), 52–60.
- Nazri, M., Raji, A., & Zainal, A. (2016). The Effect of Customer Perceived Value on Customer Satisfaction : A Case Study of Malay Upscale Restaurants. *Malaysian Journal of Society and Space*, 3(3), 58–68.
- Nikhashemi, S. R., Tarofder, A. K., Gaur, S. S., & Haque, A. (2016). The Effect of Customers ' Perceived Value of Retail Store on Relationship between Store Attribute and Customer Brand Loyalty : Some Insights from Malaysia. *Procedia Economics and Finance*, 37(16), 432–438. [https://doi.org/10.1016/S2212-5671\(16\)30148-4](https://doi.org/10.1016/S2212-5671(16)30148-4)
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The Antecedents of Customer Loyalty : A Moderated Mediation Model of Customer Relationship Management Quality and Brand Image. *Journal of Retailing and Consumer Services*, 30, 262–270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- Payne, A., & Frow, P. (2013). *Strategic Customer Management: Integrating Relationship Marketing*. Cambridge University Press.
- Picon-Berjoyo, A., Ruiz-moreno, C., & Castro, I. (2016). A Mediating and Multigroup Analysis of Customer Loyalty. *European Management Journal*, 1–13. <https://doi.org/10.1016/j.emj.2016.07.006>
- Rianse, U., & Abdi, S. . (2012). *Metodologi Penelitian Sosial dan Ekonomi Teori dan Aplikasi*. Bandung: Alfabeta.
- Roos, I., & Gustafsson, A. (2007). Understanding Frequent Switching Patterns. *Journal of Service Research*, 10(1), 93–108. <https://doi.org/10.1177/1094670507303232>

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived Value of The Purchase of A Tourism Product. *Tourism Management*, 27(3), 394–409. <https://doi.org/10.1016/j.tourman.2004.11.007>
- Saunders, M., Lewis, P., & Thornhill, A. (2008). *Research Methods for Business Students. Research Methods for Bussiness Students*. <https://doi.org/10.1007/s13398-014-0173-7.2>
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business- A Skill Building Approach* (5th ed.).
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh Ed). United Kingdom: Wiley.
- Shen, H., Fan, S., Zhan, J., & Zhao, J. (2014). A Study of the Perceived Value and Behavioral Intentions of Chinese Marine Cruise Tourists. *Tourism, Leisure and Global Change*, 1(April), 96–117.
- Sim, J., Mak, B., & Jones, D. (2006). A Model of Customer Satisfaction and Retention for Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 7(3), 1–23. <https://doi.org/10.1300/J162v07n03>
- Singh, R., & Khan, I. A. (2012). An Approach to Increase Customer Retention and Loyalty in B2C World. *International Journal of Scientific and Research Publications*, 2(6), 1–5.
- Sugiati, T., Thoyib, A., Hadiwidjoyo, D., & Setiawan, M. (2013). The Role of Customer Value on Satisfaction and Loyalty: Study on Hypermart’s Customers. *International Journal of Bussiness and Management Invention*, 2(6).
- Sujarweni, W. (2014). *Metodologi Penelitian: Lengkap, Praktis, dan Mudah Dipahami*. (Sukmadinata, Ed.). Yogyakarta: PT Pustaka Baru.

- Szmigin, I., & Carrigan, M. (2001). Editorial: Wherefore Customer Loyalty? *Journal of Financial Services Marketing*, 6, 6–8.
- Tabachnick, & Fidel. (2013). *Using Multivariate Statistics*. Boston: Pearson Education Limited.
- Tanford, S., Raab, C., & Kim, Y. (2012). Determinants of Customer Loyalty and Purchasing Behavior for Full-Service and Limited-Service Hotels. *International Journal of Hospitality Management*, 31(2), 319–328. <https://doi.org/10.1016/j.ijhm.2011.04.006>
- Teas, R. K., & Agarwal, S. (2000). *The effects of Extrinsic Product Cues on Consumers' Perceptions of Quality, Sacrifice, and Value*. *Journal of the Academy of Marketing Science* (Vol. 28). <https://doi.org/10.1177/0092070300282008>
- Uncles, M. D., & Hammond, K. (2003). Customer Loyalty and Customer Loyalty Programs. *Journal of Consumer Marketing*, 20(4), 294–316. <https://doi.org/10.1108/07363760310483676>
- Wirtz, J., Lovelock, C., & Chew, P. (2012). *Essential of Service Marketing*. Pearson.
- Worsfold, K., Fisher, R., McPhail, R., Francis, M., & Thomas, A. (2016). Satisfaction, Value and Intention to Return in Hotels. *International Journal of Contemporary Hospitality Management*, 28(11). <https://doi.org/http://dx.doi.org/10.1108/IJCHM-04-2015-0195> Downloaded
- Wu, H., & Ai, C. (2016). Synthesizing the Effects of Experiential Quality, Excitement, Equity, Experiential Satisfaction on Experiential Loyalty for The Golf Industry: The Case of Hainan Island. *Journal of Hospitality and Tourism Management*, 29, 41–59. <https://doi.org/10.1016/j.jhtm.2016.05.005>
- Xie, L. (Karen), & Chen, C.-C. (2014a). Hotel loyalty programs: how valuable is valuable enough? *International Journal of Contemporary Hospitality Management*, 26(1), 107–129.

Armellya Syafira Anzani, 2019

PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<https://doi.org/10.1108/IJCHM-08-2012-0145>

Xie, L. (Karen), & Chen, C. C. (2014b). Hotel Loyalty Programs: How Valuable is Valuable Enough? *International Journal of Contemporary Hospitality Management*, 26(1), 107–129. <https://doi.org/10.1108/IJCHM-08-2012-0145>

Xiong, L., King, C., & Hu, C. (2014). Where Is The Love?: Investigating Multiple Membership and Hotel Customer Loyalty. *International Journal of Contemporary Hospitality Management*, 26(4), 572–592. <https://doi.org/10.1108/IJCHM-03-2013-0141>

Xuan, N. T. T. (2017). A Review of Customer Loyalty Models in Hotel Services and Research Model in Vietnam. *An Online International Research Journal*, 3(1), 453–463.

Yu-Chen Lan, J. (2016). *Analysis the Relationship among Service Quality, Customer Satisfaction, and Customer Loyalty with Hotel Industry in Hanoi Vietnam*.

Website

Muchtar, Herman. 2016. *Pertumbuhan Hotel Di Jawa Barat* [Online]. Diakses dari www.pikiran-rakyat.com/bandung-raya/2017/06/30 diakses pada 31 Juli 2017.