

DAFTAR PUSTAKA

- Ahmad, R., & Buttle, F. (2002). Customer retention management: a reflection of theory and practice. *Marketing Intelligence & Planning*, 20(3), 149–161.
<https://doi.org/10.1108/02634500210428003>
- Akram, S. V., Malik, P. K., Singh, R., Gehlot, A., Juyal, A., Ghafoor, K. Z., & Shrestha, S. (2022). Implementation of Digitalized Technologies for Fashion Industry 4.0: Opportunities and Challenges. *Scientific Programming*, 2022.
<https://doi.org/10.1155/2022/7523246>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157.
<https://doi.org/10.1177/2278682119850275>
- Asekome, E. (2020). Effectiveness of Marketing Mix Strategies on Customer Satisfaction, Loyalty and Retention in Banking: Case Study of Zenith Bank Plc, Nigeria. *Archives of Business Research*, 8(1), 51–64. <https://doi.org/10.14738/abr.81.7609>
- Aung, W. T. (2022). YANGON UNIVERSITY OF ECONOMICS DEPARTMENT OF MANAGEMENT STUDIES MBA PROGRAMME THE EFFECT OF MARKETING MIX ON CUSTOMER PERCEIVED VALUE AND REPURCHASE INTENTION OF.
- bin Abdul Lasi, M., & Man, T. C. (2020). The Impact of Marketing Mix Elements on Brand Loyalty towards Speech Therapy in Health Science Industry Malaysia. *American Journal of Industrial and Business Management*, 10(09), 1575–1585.
<https://doi.org/10.4236/ajibm.2020.109100>
- CNBC Indonesia Research. (2023, August 7). *Ekonomi 5,17%, Jokowi Harus Terima kasih ke Warga RI!* CNBC Indonesia.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences Second Edition*.
- Coyles, S., & Gokey, T. C. (2005). Customer retention is not enough. *Journal of Consumer Marketing*, 22(2), 101–105. <https://doi.org/10.1108/07363760510700041>
- Darmawan. D. (2006). *Konsep Bauran Pemasaran*.
- Darmawan, D., & Grenier, E. (2021). Competitive Advantage and Service Marketing Mix. In *Journal of Social Science Studies* (Vol. 1, Issue 2).
- Edward, M., & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 327–345.
<https://doi.org/10.1108/135558511111143240>

- Eggert, A., & Ulaga, W. (2002). Customer perceived value: A substitute for satisfaction in business markets? *Journal of Business & Industrial Marketing*, 17(2–3), 107–118. <https://doi.org/10.1108/08858620210419754>
- Fandy Tjiptono. (2019). *Perilaku Konsumen: Definisi, Domain, Determinan. Strategi Pemasaran Dalam Perspektif Perilaku Konsumen.*
- Fiaza, A., & Shukor, A. (2016). *THE RELATIONSHIP BETWEEN SERVICE MARKETING MIX, SERVICE QUALITY, SERVICE VALUE AND CUSTOMER SATISFACTION IN COMMERCIAL CAR PARKING FACILITIES.*
- Ginn, J., Stone, M., & Ekinci, Y. (2010). Customer retention management in the recession. In *Journal of Direct, Data and Digital Marketing Practice* (Vol. 12, Issue 2, pp. 115–127). <https://doi.org/10.1057/dddmp.2010.27>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).*
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Huriyati. (2008). *Marketing Mix.*
- Išoraitė, M. (2016). MARKETING MIX THEORETICAL ASPECTS. *International Journal of Research -GRANTHAALAYAH*, 4(6), 25–37. <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- Jamal, S., & Sultan, K. (2021). Impact of Brand Loyalty on Customer Satisfaction (An Empirical Analysis of Clothing Brands). In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 10). <https://ssrn.com/abstract=4068426>
- Jasin, M., & Firmansyah, A. (2023). The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. *Uncertain Supply Chain Management*, 11(1), 383–390. <https://doi.org/10.5267/j.uscm.2022.9.004>
- Joko, J. (2019). *The Effect of Marketing Mix Quality on Customer Perceived Values to the Images of Well-Known Recreational Destinations in Sukabumi Region.*
- Joseph F. Hair Jr, G. Thomas M. Hult, Christian M. Ringle, Marko, S., Nicholas P. Danks, & Soumya Ray. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook.* <http://www>.
- Juliandi, A. (2018). *STRUCTURAL EQUATION MODEL PARTIAL LEAST SQUARE (SEM-PLS) DENGAN SMARTPLS AZUAR JULIANDI.* <https://doi.org/10.5281/zenodo.1243777>

- Khalayleh, M. A., & Al-Hawary, S. I. S. (2022). The impact of digital content of marketing mix on marketing performance: An experimental study at five-star hotels in Jordan. *International Journal of Data and Network Science*, 6(4), 1023–1032. <https://doi.org/10.5267/j.ijdns.2022.8.008>
- Kotler, P., & Armstrong, G. (2018). *EBOOK KOTLER*.
- Latifah, S. (2018). *THE EFFECT OF PERCEIVED-VALUE TOWARDS CUSTOMER LOYALTY WITH CONSUMER TRUST AS INTERVENING VARIABLE: EMPIRICAL STUDY IN INTERNATIONAL PROGRAM UNIVERSITAS MUHAMMADIYAH SURAKARTA DEPARTMENT OF MANAGEMENT DUAL DEGREE PROGRAM ECONOMIC AND BUSINESS FACULTY UNIVERSITAS MUHAMMADIYAH SURAKARTA 2018*.
- Laukkanen, M., & Tura, N. (2022). Sustainable value propositions and customer perceived value: Clothing library case. *Journal of Cleaner Production*, 378. <https://doi.org/10.1016/j.jclepro.2022.134321>
- Liu, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' purchase intentions: The chain mediating effect of customer-to-customer interaction and customer-perceived value. *Electronic Commerce Research and Applications*, 48. <https://doi.org/10.1016/j.elerap.2021.101073>
- Othman, B. A., Harun, A., Rashid, W. N., Nazeer, S., Kassim, A. W. M., & Kadhim, K. G. (2019). The influences of service marketing mix on customer loyalty towards umrah travel agents: Evidence from Malaysia. *Management Science Letters*, 9(6), 865–876. <https://doi.org/10.5267/j.msl.2019.3.002>
- Othman, B., He, W., Huang, Z., Xi, J., & Ramsey, T. (2021). The effects on service value and customer retention by integrating after sale service into the traditional marketing mix model of clothing store brands in China. *Environmental Technology and Innovation*, 23. <https://doi.org/10.1016/j.eti.2021.101784>
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Petrack, J. F., & Backman, S. J. (2002). An Examination of the Construct of Perceived Value for the Prediction of Golf Travelers' Intentions to Revisit. *Journal of Travel Research*, 41(1), 38–45. <https://doi.org/10.1177/004728750204100106>
- Prior, D. D. (2013). Supplier representative activities and customer perceived value in complex industrial solutions. *Industrial Marketing Management*, 42(8), 1192–1201. <https://doi.org/10.1016/j.indmarman.2013.03.015>
- Rachmawati, E. R., Rahmat Syah, T. Y., & Indradewa, R. (2021). Influence of Marketing Mix Strategy on Business Arena Corner. *International Journal of Research and Review*, 8(8), 76–86. <https://doi.org/10.52403/ijrr.20210812>
- Ranaweera, C., & Prabhu, J. (2003). The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. In *International*

- Journal of Service Industry Management* (Vol. 14, Issues 3–4, pp. 374–395). Emerald Group Publishing Ltd. <https://doi.org/10.1108/09564230310489231>
- Rosenberg, L. J., & Czepiel, J. A. (2007). *A MARKETING APPROACH FOR CUSTOMER RETENTION*.
- Sağlam, M., & El MONTASER, S. (2021). THE EFFECT OF CUSTOMER RELATIONSHIP MARKETING IN CUSTOMER RETENTION AND CUSTOMER ACQUISITION. In *International Journal of Commerce and Finance* (Vol. 7).
- Sari, S. A. P., & Kusdiyanto, K. (2024). Analysis of the Effect of Marketing Mix (4p) on Purchase Decisions Fashion Products on Shopee's E-commerce (Case study on the Z Generation of the City of Surakarta). *Proceedings Series on Social Sciences & Humanities*, 15, 127–141. <https://doi.org/10.30595/pssh.v15i.941>
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115. <https://doi.org/10.1016/j.jfbs.2014.01.002>
- Shmueli, G., & Koppius, O. (2011). Predictive Analytics in Information Systems Research. *MIS Quarterly*, 35, 553–572. <https://doi.org/10.2139/ssrn.1606674>
- Singh, M. (2012). Marketing Mix of 4P'S for Competitive Advantage. In *IOSR Journal of Business and Management (IOSRJBM)* (Vol. 3, Issue 6). www.iosrjournals.org
- Sopiyan, P. (2021). *Coopetition : Jurnal Ilmiah Manajemen Pengaruh Customer Perceived Value dan Switching Barriers Terhadap Customer Retention*.
- Sugiyono. (2018). *METODE PENELITIAN KUANTITATIF*.
- Susanti, V. (2019). PENGARUH PERCEIVED BRAND QUALITY, PERCEIVED VALUE DAN SWITCHING COST TERHADAP CUSTOMER SATISFACTION DAN BRAND LOYALTY: STUDI PASAR INDUSTRI KIMIA DI INDONESIA. *MIX: JURNAL ILMIAH MANAJEMEN*, 9(2), 282. <https://doi.org/10.22441/mix.2019.v9i2.003>
- Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*.
- Valarie A. Zeithaml. (1998). *Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*.
- Wang, X., & Yu, X. (2019). The contradictory effects of customer participation breadth and depth on customer-perceived value. *Journal of Business and Industrial Marketing*, 34(8), 1736–1748. <https://doi.org/10.1108/IBIM-01-2019-0033>
- Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*, 39(2), 502–521. <https://doi.org/10.1016/j.ijresmar.2021.09.001>
- Zeithaml, V. A. (n.d.). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*.