

DAFTAR PUSTAKA

Sumber Buku:

- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw-Hill Education.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (Edisi 9). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hamali, A. Y. (2019). *Pemahaman praktis administrasi, organisasi dan manajemen* (1st ed.). Prenada Media Group.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kumar, V., & Reinartz, W. (2018). *Customer relationship management: Concept, strategy, and tools* (4th ed.). Springer.
- Mulyapradana, A., & Lazulfa, I. (2018). *Pengantar administrasi perkantoran*. Deepublish.
- Nazir, M. (2014). *Metode penelitian*. Ghalia Indonesia.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). Routledge.
- Payne, A., & Frow, P. (2013). *Strategic customer management: Integrating relationship marketing and CRM*. Cambridge University Press.
- Purnama, H. (2024). *Administrasi bisnis kontemporer*. Penerbit Alfabeta.
- Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson Education.

- Sangadji, E. M., & Sopiah. (2013). *Perilaku konsumen: Pendekatan praktis disertai himpunan jurnal penelitian*. Andi Offset.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). John Wiley & Sons.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi 2). Alfabeta.
- Wibowo, A. (2023). *Customer relationship management: Strategi mengelola hubungan pelanggan di era digital*. Gramedia Pustaka Utama.
- Zed, M. (2014). *Metode penelitian kepustakaan* (Edisi 3). Yayasan Obor Indonesia.

Jurnal :

- Das, K., Parmar, J., & Sadangharn, P. (2018). The effect of CRM practices on *customer retention* in the insurance industry. *Journal of Strategic Marketing*, 26(1), 1–15. <https://doi.org/10.1080/0965254X.2017.1384043>
- Nas, M. R. (2022). *Customer relationship management dan dampaknya terhadap profitabilitas perusahaan: Studi kasus PT Agrapana Wukir Panca*. *International Journal of Business Management*, 8(3), 145–160.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44. <https://doi.org/10.2307/1252099>
- Payne, A., & Frow, P. (2017). *Relationship marketing: Looking backwards towards the future*. *Journal of Services Marketing*, 31(1), 11–15. <https://doi.org/10.1108/JSM-11-2016-0380>
- Prabawani, B. (2018). Pengaruh *Customer Relationship Management* (CRM) terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening. *Diponegoro Journal of Social and Political Science*, 7(2), 1–10.
- Rahmawati, S., & Setyanto, R. P. (2021). Pengaruh dimensi *Customer Relationship Management* (CRM) terhadap loyalitas pelanggan pada usaha servis elektronik di Yogyakarta. *Jurnal Manajemen dan Kewirausahaan*, 9(1), 45–60.
- Siregar, A. I. (2025). Manajemen hubungan pelanggan dan pengaruhnya terhadap loyalitas konsumen: Wawasan dari tinjauan literatur. *Jurnal Manajemen Pemasaran*, 15(1), 78–95.
- Smith, J., & Taylor, R. (2020). Trust as a mediator in CRM and *customer loyalty*. *International Journal of Customer Relationship Marketing*, 15(3), 234–

250.

- Suganda, U. K., & Priadi, Y. (2023). *Improving customer loyalty through customer experience, price attractiveness, and Customer Relationship Management*. Indonesian Journal of Business and Economics, 11(2), 201–218.
- Suryaningsih, D. A. (2022). *Customer Relationship Management PT Agrabana Wukir Panca*. Jurnal Administrasi Bisnis, 10(1), 56–72.
- Suwandi, A., Rahman, F., & Putra, D. (2023). Implementasi *Customer Relationship Management* dalam meningkatkan kinerja pemasaran UMKM. Jurnal Administrasi Bisnis, 12(1), 1–15.
- Wreta, K. (2022). Faktor-faktor yang mempengaruhi loyalitas pelanggan dalam industri jasa. Journal of Business and Marketing, 8(2), 112–130.
- Zainurrafiqi, M., Aziz, F., & Nurmalasari, D. (2023). Dimensi *Customer Relationship Management* dan pengaruhnya terhadap kualitas antarmuka pelanggan. Jurnal Riset Pemasaran, 10(2), 145–162.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of Marketing, 60(2), 31–46. <https://doi.org/10.2307/1251929>

Sumber Online:

- Campaign Indonesia. (2024, 15 November). Kesepakatan tercapai: Indonesia buka lebar pintu penjualan iPhone 16. Diakses pada 10 Desember 2024, dari <https://www.campaignindonesia.id/article/kesepakatan-tercapai-indonesia-buka-lebar-pintu-penjualan-iphone-16/1908074>
- Counterpoint Research. (2024). Global *smartphone* market share Q3 2024. Diakses pada 10 Desember 2024, dari <https://www.counterpointresearch.com>
- Statista. (2024). Apple's market share in Indonesia 2024. Diakses pada 10 Desember 2024, dari <https://www.statista.com>