

## REFERENCES

- Abdelghany, K. F., Shah, S. S., Raina, S. & Abdelghany, A. F. (2004). A model for projecting flight delays during irregular operation conditions. *Journal of Air Transport Management*, 10(6). <https://doi.org/10.1016/j.jairtraman.2004.06.008>
- Abdillah, W. & Hartono, J. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (Vol. 22). Penerbit Andi.
- ABDUL KHABIR RAHMAT et al. (2023). GREEN SERVICE QUALITY AND CUSTOMER SATISFACTION FOR MALAYSIA AIRLINE COMPANIES. *Russian Law Journal*, 11(5s). <https://doi.org/10.52783/rlj.v11i5s.942>
- Abedini Koshksaray, A., Ardakani, A. (Arsalan), Ghasemnejad, N. & Qhodsikhah Azbari, A. (2020). The effect of customer orientation coaching on employee's individual performance and financial and non-financial performance: A case of Tejarat bank in Iran. *International Journal of Islamic and Middle Eastern Finance and Management*, 13(3). <https://doi.org/10.1108/IMEFM-04-2019-0169>
- Aburayya, A., Al Marzouqi, A., Alawadhi, D., Abdouli, F. & Taryam, M. (2020). An empirical investigation of the effect of employees' customer orientation on customer loyalty through the mediating role of customer satisfaction and service quality. *Management Science Letters*, 10(10). <https://doi.org/10.5267/j.msl.2020.3.021>
- Ahdiat, A. (2023, 5. September). *Lion Air, Maskapai dengan Pesawat Terbanyak di Indonesia pada 2022*. Databoks.
- Aini, N. & Ferdinand, A. (2021). Self-congruence theory: Factors affecting brand loyalty in fast-moving consumer goods industry. *Jurnal Inovasi Ekonomi*, 7(01). <https://doi.org/10.22219/jiko.v7i01.18111>
- Al Masud, A., Alamgir Hossain, M., Kumer Roy, D., Shakhawat Hossain, M., Nurun Nabi, M., Ferdous, A. & Tebrak Hossain, M. (2021). Global Pandemic Situation, Responses and Measures in Bangladesh: New Normal and

- Sustainability Perspective. *International Journal of Asian Social Science*, 11(7). <https://doi.org/10.18488/journal.1.2021.117.314.332>
- Alam, M. M. D., Karim, R. Al & Habiba, W. (2021). The relationship between CRM and customer loyalty: the moderating role of customer trust. *International Journal of Bank Marketing*, 39(7). <https://doi.org/10.1108/IJBM-12-2020-0607>
- Alam, M. M. D. & Noor, N. A. M. (2020). The Relationship Between Service Quality, Corporate Image, and Customer Loyalty of Generation Y: An Application of S-O-R Paradigm in the Context of Superstores in Bangladesh. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020924405>
- Al-Khoury, A. M. (2012). Customer Relationship Management: Proposed Framework from a Government Perspective Times. *Journal of Management and Strategy*, 3(4). <https://doi.org/10.5430/jms.v3n4p34>
- Almaamari, Q., Abdulrab, M. & Ahmed Al-Maamari, Q. (2017). Factors Affecting on Customer Loyalty in Service Organizations. *International Journal of Energy Policy and Management*, 2(5).
- Altarifi. (2020). The Impact Of Crm On Marketing Performance Through Innovation. *Journal Of Critical Reviews*, 7(12).
- Aluri, A., Price, B. S. & McIntyre, N. H. (2019). Using Machine Learning To Co-create Value Through Dynamic Customer Engagement In A Brand Loyalty Program. *Journal of Hospitality and Tourism Research*, 43(1), 78–100. <https://doi.org/10.1177/1096348017753521>
- Ambarwati, R. & Supardi. (2021). *Manajemen Operasional Dan Implementasi Dalam Industri*. Pustaka Rumah Cinta.
- Annur, C. M. (2023). *Maskapai Penerbangan Favorit Responden*. <https://databoks.katadata.co.id/datapublish/2023/01/16/maskapai-penerbangan-favorit-warga-indonesia-siapa-juaranya>
- Arraniri, I., Firmansyah, H., Wiliana, E., Setyaningsih, D., Susiati, A., Megaster, T., Rachmawati, E., Wardhana, A., Yuliatmo, W. & Purwaningsih, N. (2021). *Manajemen Sumber Daya Manusia*. Penerbit Insania.

- Azhar, M. S., Othman, I. B. L. & Ahmad, N. bt. (2018). Investigating Customer Satisfaction of Airline Passengers in Aviation Sector of Pakistan. *Pakistan Journal of Humanities and Social Sciences*, 6(4). <https://doi.org/10.52131/pjhss.2018.0604.0064>
- Badenes-Rocha, A., Bigne, E. & Ruiz, C. (2022). Impact of cause-related marketing on consumer advocacy and cause participation: A causal model based on self-reports and eye-tracking measures. *Psychology and Marketing*, 39(1). <https://doi.org/10.1002/mar.21590>
- Bandur, A. & Prabowo, H. (2021). *Penelitian Kuantitatif Metodologi, Desain dan Analisis Data Dengan SPSS, Amos dan Nvivo* (1st ed., Vols. 978-602-318-486-6). Mitra Wacana Media.
- Bansal, R. & Pruthi, N. (2021). Role of Customer Engagement in Building Customer Loyalty- A Literature Review. *Samvakti Journal of Research in Business Management*, 2(2). <https://doi.org/10.46402/2021.01.9>
- Baran, R. J., Galka, R. J. & Strunk, D. P. (2008). *Principles of Customer Relationship Management*. Thomson South-Western.
- Barsy, M. H. A. E. (2017). The Impact of Using Customer Relationship Management to Achieve Competitive Advantage for Egypt Air. *Journal of Advanced Management Science*, 5(3), 215–218.
- Bergel, M., Frank, P. & Brock, C. (2019). The role of customer engagement facets on the formation of attitude, loyalty and price perception. *Journal of Services Marketing*, 31(7). <https://doi.org/10.1108/JSM-01-2019-0024>
- Bhat, S. A. & Darzi, M. A. (2016). Customer relationship management: An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty. *International Journal of Bank Marketing*, 34(3). <https://doi.org/10.1108/IJBM-11-2014-0160>
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1). <https://doi.org/10.1108/IJBM-02-2018-0021>

- Bose, R. & Sugumaran, V. (2003). Application of knowledge management technology in customer relationship management. *Knowledge and Process Management*, 10(1). <https://doi.org/10.1002/kpm.163>
- Bounce. (2023, 4. November). *The 2023 airline index*. Bounce.
- Bricci, L., Fragata, A. & Antunes, J. (2016). The Effects of Trust, Commitment and Satisfaction on Customer Loyalty in the Distribution Sector. *Journal of Economics, Business and Management*, 4(2). <https://doi.org/10.7763/joebm.2016.v4.386>
- Brodie, R. J., Ilic, A., Juric, B. & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Candiwan & Wibisono, C. (2021). Analysis of the influence of website quality to customer's loyalty on e-commerce. *International Journal of Electronic Commerce Studies*, 12(1). <https://doi.org/10.7903/IJECS.1892>
- Chatzi, A. V., Martin, W., Bates, P. & Murray, P. (2019). The unexplored link between communication and trust in aviation maintenance practice. In *Aerospace* (Vol. 6, Issue 6). <https://doi.org/10.3390/aerospace6060066>
- Chaudhuri, A. & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2). <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Choi, H. & Kandampully, J. (2019). The effect of atmosphere on customer engagement in upscale hotels: An application of S-O-R paradigm. *International Journal of Hospitality Management*, 77. <https://doi.org/10.1016/j.ijhm.2018.06.012>
- Chonsalasin, D., Jomnonkawo, S. & Ratanavaraha, V. (2020). Key determinants of airline loyalty modeling in Thailand. *Sustainability (Switzerland)*, 12(10). <https://doi.org/10.3390/su12104165>
- Chu, Z., Wang, L. & Lai, F. (2019). Customer pressure and green innovations at third party logistics providers in China: The moderation effect of organizational culture. *International Journal of Logistics Management*, 30(1). <https://doi.org/10.1108/IJLM-11-2017-0294>

- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H. & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 6). <https://doi.org/10.1007/s11747-020-00731-5>
- Degbey, W. Y. & Pelto, E. (2021). Customer knowledge sharing in cross-border mergers and acquisitions: The role of customer motivation and promise management. *Journal of International Management*, 27(4). <https://doi.org/10.1016/j.intman.2021.100858>
- Dehghanpouri, H., Soltani, Z. & Rostamzadeh, R. (2020). The impact of trust, privacy and quality of service on the success of E-CRM: the mediating role of customer satisfaction. *Journal of Business and Industrial Marketing*, 35(11). <https://doi.org/10.1108/JBIM-07-2019-0325>
- Demo, G., Rozzett, K., Fogaça, N. & Souza, T. (2018). Development and validation of a customer relationship scale for airline companies. *Brazilian Business Review*, 15(2). <https://doi.org/10.15728/bbr.2018.15.2.1>
- Di Gangi, P. M. & Wasko, M. (2009). The Co-Creation of Value: Exploring User Engagement in User-Generated Content Websites. *Sites The Journal Of 20Th Century Contemporary French Studies*, 9(2009).
- Dihni, V. A. (2022). *7 Maskapai Penerbangan Paling Tepat Waktu di Indonesia*. <https://databoks.katadata.co.id/datapublish/2022/06/23/ini-maskapai-penerbangan-paling-tepat-waktu-di-indonesia-per-mei-2022>
- Dimitriou, D. J. (2016). Climate Change Implications in Aviation and Tourism Market Equilibrium. *Climate Change Management*, 409–424. [https://doi.org/10.1007/978-3-319-39880-8\\_25](https://doi.org/10.1007/978-3-319-39880-8_25)
- Dogan-Sudas, H., Kara, A., Cabuk, S. & Kaya, K. (2022). SOCIAL MEDIA CUSTOMER RELATIONSHIP MANAGEMENT AND BUSINESS PERFORMANCE: EMPIRICAL EVIDENCE FROM AN EMERGING MARKET. *Studies in Business and Economics*, 17(2). <https://doi.org/10.2478/sbe-2022-0027>
- Ekawati, N. W., Wardana, I. M., Yasa, N. N. K., Kusumadewi, N. M. W. & Tirtayani, I. G. A. (2023). A strategy to improve green purchase behavior and

- customer relationship management during the covid-19 new normal conditions. *Uncertain Supply Chain Management*, 11(1). <https://doi.org/10.5267/j.uscm.2022.9.014>
- Eldahamsheh, M. M., Almomani, H. S. M. A. N. H. M., Bani-Khaled, A. K., Quran, A. Z. A.-, Al-Hawary, S. I. S. & Mohammad, A. A. S. (2021). Factors Affecting Digital Marketing Success in Jordan. *International Journal of Entrepreneurship*, 25(5).
- Evi, T. & Rachbini, W. (2022). *PARTIAL LEAST SQUARES (TEORI DAN PRAKTEK)*. Penerbit Tahta Media.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Badan Penerbit Undip.
- Gibbert, M., Leibold, M. & Probst, G. (2002). Five Styles of Customer Knowledge Management, and How Smart Companies Use Them To Create Value. *European Management Journal*, 20(5), 459–469. [https://doi.org/10.1016/S0263-2373\(02\)00101-9](https://doi.org/10.1016/S0263-2373(02)00101-9)
- Glaveli, N. (2020). Corporate social responsibility toward stakeholders and customer loyalty: investigating the roles of trust and customer identification with the company. *Social Responsibility Journal*, 17(3). <https://doi.org/10.1108/SRJ-07-2019-0257>
- Grout, A. & Leggat, P. A. (2021). Cabin crew health and fitness-to-fly: Opportunities for re-evaluation amid COVID-19. In *Travel Medicine and Infectious Disease* (Vol. 40). <https://doi.org/10.1016/j.tmaid.2021.101973>
- Guenzi, P. & Georges, L. (2010). Interpersonal trust in commercial relationships. *European Journal of Marketing*, 44(1/2). <https://doi.org/10.1108/03090561011008637>
- Gunale, N., Lubis, P. H. & Madjid, I. (2020). THE EFFECT OF PRODUCT ATTRIBUTE ON CUSTOMER SATISFACTION AND ITS IMPACT ON

- CUSTOMER LOYALTY OF PT. TELKOMSEL IN BANDA ACEH CITY. *International Journal of Business Management and Economic Review*, 03(01), 97–102. <https://doi.org/10.35409/ijbmer.2020.3141>
- Güreş, N., İnan, H. & Arslan, S. (2018). DETERMINANTS OF CUSTOMER LOYALTY: A FIELD RESEARCH IN AVIATION INDUSTRY. *Journal of Air Transport Studies*, 9(1). <https://doi.org/10.38008/jats.v9i1.27>
- Habibi, M. R., Laroche, M. & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37. <https://doi.org/10.1016/j.chb.2014.04.016>
- Hair, Joe F., Sarstedt, M., Hopkins, L. & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128/FULL/PDF>
- Hair, Joseph F., Babin, B. J., Black, W. C. & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Hair, Joseph F., Hult, G. T. M. & Ringle, C. M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hallikainen, H., Hirvonen, S. & Laukkanen, T. (2020). Perceived trustworthiness in using B2B digital services. *Industrial Management and Data Systems*, 120(3). <https://doi.org/10.1108/IMDS-04-2019-0212>
- Hamid, R. S. & Anwar, S. M. (2019). *STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Hamida, A., Alshehhia, A., Abdulla, A. & Mohamed, E. (2022). Key Success Factors for Customer Relationship Management (CRM) Projects within SMEs. *Emirati Journal of Business, Economics and Social Studies*, 1(2). <https://doi.org/10.54878/ejbess.176>
- Hanifah, H. T. (2022, 14. November). *Lion Air Dinobatkan Jadi Maskapai Terburuk di Dunia, Begini Tanggapan Perusahaan*. Merdeka.Com.

- Hapsari, R., Hussein, A. S. & Handrito, R. P. (2020). Being Fair to Customers: A Strategy in Enhancing Customer Engagement and Loyalty in the Indonesia Mobile Telecommunication Industry. *Services Marketing Quarterly*, 41(1). <https://doi.org/10.1080/15332969.2019.1707375>
- Harrigan, P., Evers, U., Miles, M. & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Harris, L. C. & Goode, M. M. H. (2004). The four levels of loyalty and the pivotal role of trust: A study of online service dynamics. *Journal of Retailing*, 80(2). <https://doi.org/10.1016/j.jretai.2004.04.002>
- Harrison-Walker, L. J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. *Journal of Service Research*, 4(1). <https://doi.org/10.1177/109467050141006>
- Hassani, M., Aghaalkhani, E., Hassanabadi, M. & Shakouri Rad, M. (2013). A study on effects of knowledge management on the success of customer relationship management. *Management Science Letters*. <https://doi.org/10.5267/j.msl.2013.08.022>
- Herman, L. E., Sulhaini, S. & Farida, N. (2021). Electronic Customer Relationship Management and Company Performance: Exploring the Product Innovativeness Development. *Journal of Relationship Marketing*, 20(1). <https://doi.org/10.1080/15332667.2019.1688600>
- Hess, J. & Story, J. (2005). Trust-based commitment: Multidimensional consumer-brand relationships. *Journal of Consumer Marketing*, 22(6). <https://doi.org/10.1108/07363760510623902>
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. In *Journal of Marketing Management* (Vol. 27, Issues 7–8). <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D., Glynn, M. S. & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and

- validation. *Journal of Interactive Marketing*, 28(2). <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D. & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hollensen, S. (2019). *Marketing Management* (4th ed.). Pearson Benelux.
- Hosseini, M. H., Nemati, B. & Sadeghi, N. (2013). An investigation on relationship between CRM and organizational learning through knowledge management: A case study of Tehran travel agency. *Management Science Letters*, 3(3). <https://doi.org/10.5267/j.msl.2013.01.014>
- Hwang, J., Han, H. & Kim, S. (2015). How can employees engage customers?: Application of social penetration theory to the full-service restaurant industry by gender. *International Journal of Contemporary Hospitality Management*, 27(6). <https://doi.org/10.1108/IJCHM-03-2014-0154>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT Refika Aditama.
- Indrawati, Putri Yones, P. C. & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2). <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A. M. M., Gaffar, M. R., Has, M. N. & Yuliansyah, S. (2017). *PERILAKU KONSUMEN INDIVIDU DALAM MENGADOPSI LAYANAN BERBASIS TEKNOLOGI INFORMASI DAN KOMUNIKASI* (1st ed.). PT Refika Aditama.
- Issock, P. B. I., Lombard, M. R. & Mpinganjira, M. (2020). The importance of customer trust for social marketing interventions: a case of energy-efficiency consumption. *Journal of Social Marketing*, 10(2), 265–286.
- Itani, O. S., Kalra, A. & Riley, J. (2022). Complementary effects of CRM and social media on customer co-creation and sales performance in B2B firms:

- The role of salesperson self-determination needs. *Information and Management*, 59(3). <https://doi.org/10.1016/j.im.2022.103621>
- Jaakkola, E. & Alexander, M. (2014). The Role of Customer Engagement Behavior in Value Co-Creation: A Service System Perspective. *Journal of Service Research*, 17(3). <https://doi.org/10.1177/1094670514529187>
- Janahi, M. A. & Al Mubarak, M. M. S. (2017). The impact of customer service quality on customer satisfaction in Islamic banking. *Journal of Islamic Marketing*, 8(4). <https://doi.org/10.1108/JIMA-07-2015-0049>
- Japarianto, E. & Adelia, S. (2020). PENGARUH TAMPILAN WEB DAN HARGA TERHADAP MINAT BELI DENGAN KEPERCAYAAN SEBAGAI INTERVENING VARIABLE PADA E-COMMERCE SHOPEE. *Jurnal Manajemen Pemasaran*, 14(1), 35–43.
- Jarideh, N. (2016). The Investigation of Effect of Customer Orientation and Staff Service-Oriented on Quality of Service, Customer Satisfaction and Loyalty in Hyperstar Stores. *International Journal of Science and Research (IJSR)*, 5(3), 1837–1841.
- Jarvenpaa, S. L., Tractinsky, N., Saarinen, L. & Vitale, M. (1999). Consumer trust in an internet store: A cross-cultural validation. In *Journal of Computer-Mediated Communication* (Vol. 5, Issue 2). <https://doi.org/10.1111/j.1083-6101.1999.tb00337.x>
- Jasfar, F. (2012). Teori dan Aplikasi Sembilan Kunci Keberhasilan Bisnis Jasa Sumber Daya Manusia , Inovasi dan Kepuasan Pelanggan. In *SDM, Inovasi, dan Kepuasan Pelanggan*.
- Javed, N., Khalil, S. H., Ishaque, A. & Khalil, S. M. (2023). Lovemarks and beyond: Examining the link between lovemarks and brand loyalty through customer advocacy in the automobile industry. *PLoS ONE*, 18(4 April). <https://doi.org/10.1371/journal.pone.0285193>
- Jayalath, T. & Galdolage, B. S. (2021). Customer Engagement in Private Sector Healthcare: How Does it Affect Customer Loyalty. *Journal of Economics, Management and Trade*. <https://doi.org/10.9734/jemt/2021/v27i230328>

- Kanje, P., Charles, G., Tumsifu, E., Mossberg, L. & Andersson, T. (2019). Customer engagement and eWOM in tourism. *Journal of Hospitality and Tourism Insights*, 3(3). <https://doi.org/10.1108/JHTI-04-2019-0074>
- Kantsperger, R. & Kunz, W. H. (2010). Consumer trust in service companies: a multiple mediating analysis. *Managing Service Quality: An International Journal*, 20(1). <https://doi.org/10.1108/09604521011011603>
- Karamata, E., Chroneos-Krasavac, B. & Soldic-Aleksic, J. (2017). Marketing implications of loyalty programs on customer relationship management within the airline industry. *Marketing*, 48(1). <https://doi.org/10.5937/markt1701030k>
- Karim, R. Al & Habiba, W. (2020). How CRM Components Impact Customer Loyalty: A Case from Bangladesh Banking Industry. *Journal of Management Info*, 7(2). <https://doi.org/10.31580/jmi.v7i2.1165>
- Kartanegara, H. W. & Keni, K. (2022). The Effect of Customer Engagement, Perceived Value and Customer Satisfaction Towards Customer Loyalty in the Indonesian Low-Cost Airlines Industry. *Proceedings of the 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*, 655. <https://doi.org/10.2991/assehr.k.220404.008>
- Keke, M. E. (2023). Impact of digital marketing on the aviation industry. *E3S Web of Conferences*, 402. <https://doi.org/10.1051/e3sconf/202340202009>
- Kerlinger, F. N. & Lee, H. B. (1973). *Foundation of behavioral research*. Victoria: Thomson Learning.
- Kevin & Anandya, D. (2021). THE EFFECT OF SERVICE QUALITY, PERCEIVED VALUE, AND CUSTOMER TRUST TOWARDS CUSTOMER LOYALTY ON ONLINE TRANSPORTATION GOJEK IN SURABAYA. *Journal of Management and Business*, 20(1).
- Khaniwale, M. (2015). Consumer Buying Behavior. *International Journal of Innovation and Scientific Research*, 14(2), 278–286.

- Khosravi, A. & Hussin, A. R. C. (2018). Customer knowledge management antecedent factors: A systematic literature review. *Knowledge and Process Management*, 25(1). <https://doi.org/10.1002/kpm.1557>
- Kim, J., Suh, E. & Hwang, H. (2003). A model for evaluating the effectiveness of crm using the balanced scorecard. *Journal of Interactive Marketing*, 17(2). <https://doi.org/10.1002/dir.10051>
- Kim, M. K., Park, M. C. & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28(2). <https://doi.org/10.1016/j.telpol.2003.12.003>
- Kit, L. P. (2021). Relationship Quality Factors on Passenger Loyalty of the Airline Industry in Johor, Malaysia. In *Journal of Arts & Social Sciences* (Vol. 4).
- Knorr, A. (2019). Big Data, Customer Relationship and Revenue Management in the Airline Industry: What Future Role for Frequent Flyer Programs? *Review of Integrative Business and Economics Research*, 8(2).
- Knox, S. & Lawer, C. (2009). Customer Advocacy and Brand Management. *Journal of Product and Brand Management*, 15(2).
- Kosiba, J. P., Boateng, H., Okoe, A. F. & Hinson, R. (2020). Trust and customer engagement in the banking sector in Ghana. *Service Industries Journal*, 40(13–14). <https://doi.org/10.1080/02642069.2018.1520219>
- Kotler, P. & Armstrong, G. (2012). *Principles Of Marketing* (14th ed.). Pearson Education.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kozak, N., Karatepe, O. M. & Avci, T. (2003). Measuring the quality of airline services: Evidence from Northern Cyprus. *Tourism Analysis*, 8(1). <https://doi.org/10.3727/108354203108750184>
- Kumar Rai, A., Srivastava, M., Rai, A., Srivastav, M. & Srivastav, M. (2014). CUSTOMER LOYALTY IN THE INDIAN AVIATION INDUSTRY: AN EMPIRICAL EXAMINATION. In *Asia Pacific Journal of Business and Management* (Vol. 5, Issue 1).

- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T. & Tillmanns, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Http://Dx.Doi.Org/10.1177/1094670510375602*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>
- Kusumanegara, A. S. & Rachmawati, I. (2023, June 20). *The Effect Of Service Quality and Price On Customer Satisfaction and Loyalty in Telkomsel Cellular Operator Services.* <https://doi.org/10.46254/an13.20230500>**
- Lacej, A. & Kalaj, E. H. (2015). The effect of consumer relationship management on satisfaction and loyalty: A focus on albanian tour operator business. *Mediterranean Journal of Social Sciences*, 6(2S1). <https://doi.org/10.5901/mjss.2015.v6n2s1p635>
- Lavender, M. (2004). Maximising customer relationships and minimising business risk. In *International Journal of Bank Marketing* (Vol. 22, Issue 4). <https://doi.org/10.1108/02652320410542563>
- Law, C. (2017). The study of customer relationship management in Thai airline industry: A case of Thai travelers in Thailand. *Journal of Airline and Airport Management*, 7(1). <https://doi.org/10.3926/jairm.86>
- Lembana, D. A. A. & Valucy, R. (2019). COULD SATISFACTION ON THE AIRLINE'S SERVICE QUALITY (AIRQUAL) MAKE LION AIR'S CUSTOMERS TRUST AND BECOME LOYAL TO THE AIRLINE COMPANY? *Jurnal Manajemen*, 15(2). <https://doi.org/10.25170/jm.v15i2.470>
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>
- Li, M. W., Teng, H. Y. & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>

- Lin, R. J., Chen, R. H. & Chiu, K. K. S. (2010). Customer relationship management and innovation capability: An empirical study. *Industrial Management and Data Systems*, 110(1), 111–133. <https://doi.org/10.1108/02635571011008434>
- Lion Air. (2024). *About Us*. Lion Air. <https://www.lionair.co.id/en/about-us/our-story>
- Loureiro, S. M. C., Gorgus, T. & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7). <https://doi.org/10.1108/OIR-08-2016-0236>
- Loureiro, S. M. C., Ruediger, K. H. & Demetris, V. (2012). Brand emotional connection and loyalty. *Journal of Brand Management*, 20(1). <https://doi.org/10.1057/bm.2012.3>
- Lubis, A., Dalimunthe, R., Absah, Y. & Fawzeea, B. K. (2020). The Influence of Customer Relationship Management (CRM) Indicators on Customer Loyalty of Sharia Based Banking System. *GATR Journal of Management and Marketing Review*, 5(1). [https://doi.org/10.35609/jmmr.2020.5.1\(8\)](https://doi.org/10.35609/jmmr.2020.5.1(8))
- MacLeod, N. (2017). Building Safe Systems in Aviation : A CRM Developer's Handbook. In *Building Safe Systems in Aviation*.
- Marakanon, L. & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1). <https://doi.org/10.1016/j.kjss.2016.08.012>
- Megawati, Y. & Giam, H. S. (2022). THE IMPACT OF E-SERVICE QUALITY ON E-LOYALTY AT LOWCOST CARRIER AIRLINE SITES DI INDONESIA. *Jurnal Hospitality Dan Pariwisata*, 8(2), 106–123.
- Menidjel, C. & Bilgihan, A. (2022). The determinants of retail customers' purchase intent. *International Journal of Consumer Studies*, 46(6). <https://doi.org/10.1111/ijcs.12802>
- Merdiaty, N. & Aldrin, N. (2022). Effect of Brand Experience on Customer Engagement Through Quality Services of Online Sellers to Students in Bekasi. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.801439>

- Migdadi, M. M. (2021). Knowledge management, customer relationship management and innovation capabilities. *Journal of Business and Industrial Marketing*, 36(1), 111–124. <https://doi.org/10.1108/JBIM-12-2019-0504>
- Min, J., Yang, K. & Kim, J. (2022). The role of perceived vulnerability in restaurant customers' co-creation behavior and repatronage intention during the COVID-19 pandemic. *Journal of Vacation Marketing*, 28(1). <https://doi.org/10.1177/13567667211014932>
- Moghadam, A. H., Tabriz, A. A., Khorshidi, G. H. & Menhaj, A. M. (2014). Investigating the Influence of Relationship Quality on Passengers' Loyalty in Airline Industry. *International Business and Management*, 8(2).
- Mohammad, A. A., Rashid, B. Bin & Tahir, S. Bin. (2013). Assessing the influence of customer relationship management (CRM) dimensions on organization performance: An emperical study in the hotel industry. *Journal of Hospitality and Tourism Technology*, 4(3). <https://doi.org/10.1108/JHTT-01-2013-0002>
- Molinillo, S., Anaya-Sánchez, R. & Liébana-Cabanillas, F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108. <https://doi.org/10.1016/j.chb.2019.04.004>
- Mora Cortez, R., Freytag, P. V. & Ingstrup, M. B. (2022). Restoring ecosystem brands: The role of sustainability-led innovation. *Industrial Marketing Management*, 105. <https://doi.org/10.1016/j.indmarman.2022.05.021>
- Mustajab, R. (2024, 6. May). *Data Jumlah Penumpang Pesawat Indonesia hingga Maret 2024*. DataIndonesia.Id.
- Nahapiet, J. & Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage. *Academy of Management Review*, 23(2). <https://doi.org/10.5465/AMR.1998.533225>
- Naim, A. (2023). Consumer behavior in marketing patterns, types, segmentation. *European Journal of Economics, Finance and Business Development*, 1(1), 1–18.

- Narang, Y., Narang, A. & Nigam, S. (2011). Gaining the competitive edge through CRM-a study on private sector banks. *International Journal of Research in Finance and Marketing*, 1(3).
- Ningsih, W. L. (2022, 29. June). *Sejarah Lion Air, Maskapai Penerbangan Swasta Terbesar di Indonesia*. Kompas.Com.
- Nugroho, A. W. & Sudaryanto, B. (2013). PENGARUH KINERJA LAYANAN, KEPERCAYAAN DAN KEPUASAN TERHADAP LOYALITAS KONSUMEN DALAM MENGGUNAKAN JASA PENGIRIMAN BARANG. *Diponegoro Journal of Management*, 2(3).
- Nugroho, R. A. & Suprapti, N. W. S. (2022). The Role of Customer Engagement in Mediating the Influence of Brand Experience and Customer Satisfaction on the Customer Loyalty of Full-Service Airline in Indonesia. *Journal of Business and Management Review*, 3(2).  
<https://doi.org/10.47153/jbmr32.3132022>
- Nurcahyo, Y. B., Rizky Ramadhan, G., Supriadi, A., Tia Ardiani, G. & Hastuti LK, D. (2023). Pendekatan Non Parametik: Apakah Industri Penerbangan Indonesia Sudah Efisien? *WELFARE Jurnal Ilmu Ekonomi*, 4(1).  
<https://doi.org/10.37058/wlfr.v4i1.7048>
- Nurhilalia, N. & Saleh, Y. (2024). The Impact of Consumer Behavior on Consumer Loyalty. *Golden Ratio of Mapping Idea and Literature Format*, 4(2).  
<https://doi.org/10.52970/grmilf.v4i2.357>
- Oh, M. H. & Kim, I. (2014). The effect of consumer attitude toward fashion products on SNS's characteristics to purchase intention and on-line word of mouth. *Journal of the Korean Society of Fashion Design*, 14(1), 101–120.
- Oluwabiyi, O. E., Asikhia, O. U. & Egwuonwu, T. K. (2022). Relationship Marketing and Customer Purchase Decision of Insurance in Lagos State, Nigeria. *Journal of Marketing and Communication*, 5(1), 93–117.
- Omoregie, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A. & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*, 37(3).  
<https://doi.org/10.1108/IJBM-04-2018-0099>

- Padmavaty, C., Balaji, M. S. & Sivakumar, V. J. (2012). Measuring effectiveness of customer relationship management in Indian retail banks. *International Journal of Bank Marketing*, 30(4), 246–266.
- Pan, J. Y. & Truong, D. (2021). Low cost carriers in China: passenger segmentation, controllability, and airline selection. *Transportation*, 48(4). <https://doi.org/10.1007/s11116-020-10105-z>
- 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/METRICS>
- Paparoidamis, N. G., Katsikeas, C. S. & Chumpitaz, R. (2019). The role of supplier performance in building customer trust and loyalty: A cross-country examination. *Industrial Marketing Management*, 78. <https://doi.org/10.1016/j.indmarman.2017.02.005>
- Park, J. W. (2007). Passenger perceptions of service quality: Korean and Australian case studies. *Journal of Air Transport Management*, 13(4). <https://doi.org/10.1016/j.jairtraman.2007.04.002>
- Park, S., Lee, J. S. & Nicolau, J. L. (2020). Understanding the dynamics of the quality of airline service attributes: Satisfiers and dissatisfiers. *Tourism Management*, 81. <https://doi.org/10.1016/j.tourman.2020.104163>
- Patrick, A. S. (2002). Building trustworthy software agents. *IEEE Internet Computing*, 6(6). <https://doi.org/10.1109/MIC.2002.1067736>
- Prameka, A. S., Do, B.-R. & Rofiq, A. (2016). How Brand Trust is Influenced by Perceived Value and Service Quality: Mediated by Hotel Customer Satisfaction. *Asia Pacific Management and Business Application*, 5(2). <https://doi.org/10.21776/ub.apmba.2016.005.02.2>
- Rahadian, B., Fadly Prayogo, R., Sodikin, A. & Saribanon, E. (2020). The influence of Customer Advocacy to Purchase Intentions in Green Packaging. *Journal of Physics: Conference Series*, 1573(1). <https://doi.org/10.1088/1742-6596/1573/1/012018>

- Ramaj, A. & Ismaili, R. (2015). Customer Relationship Management, Customer Satisfaction and Loyalty. *Academic Journal of Interdisciplinary Studies*. <https://doi.org/10.5901/ajis.2015.v4n3s1p594>
- Rather, R. A. (2019). Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration. *Journal of Global Marketing*, 32(2). <https://doi.org/10.1080/08911762.2018.1454995>
- Rather, R. A., Parrey, S. H., Gulzar, R. & Rehman, S. ul. (2023). COVID-19-based threat vs coping appraisal: effect of psychological risk on customer engagement and behavioral intentions. *Journal of Hospitality and Tourism Insights*, 6(5). <https://doi.org/10.1108/JHTI-01-2022-0010>
- Riyanto, S. & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Deepublish.
- Rocha e Oliveira, P., Ferrer, J.-C. & Parasuraman, A. (2012). Impact of delays on customers' safety perceptions and behavioral intentions. *Journal of Airline and Airport Management*, 2(2). <https://doi.org/10.3926/jairm.7>
- Rodi, Ahmad, S. & Rahman, F. M. (2023). The Influence of Service Quality, Product Quality and Trust on Customer Loyalty of CV. Ferdi Mandiri. *Journal of Economics, Finance and Management Studies*, 6, 5873–5877.
- Romero, L. S. & Mitchell, D. E. (2018). Toward Understanding Trust: A Response to Adams and Miskell. *Educational Administration Quarterly*, 54(1). <https://doi.org/10.1177/0013161X17722017>
- Roy, S. K. (2013). Consequences of customer advocacy. *Journal of Strategic Marketing*, 21(3), 260–276. <https://doi.org/10.1080/0965254X.2013.790468>
- Saefudin, N. (2022). Exploring Customer Loyalty from Customer Trust and Religiousity Memorable Customer Experience in Airline Industry. *MIMBAR : Jurnal Sosial Dan Pembangunan*. <https://doi.org/10.29313/mimbar.v0i0.10224>
- Sahir, S. H. (2021). *Metodologi Penelitian*. Penerbit KBM Indonesia.

- Saini, S. & Singh, J. (2020). A Link Between Attitudinal and Behavioral Loyalty of Service Customers. *Business Perspectives and Research*, 8(2). <https://doi.org/10.1177/2278533719887452>
- Salah, M. & Abou-Shouk, M. (2020). The effect of customer relationship management practices on airline customer loyalty. *Zenodo*. <https://doi.org/10.5281/zenodo.3601668>
- Salameh, A. A., Hatamleh, A., Azim, M. S. & Kanaan, A. G. (2020). Customer oriented determinants of e-crm success factors. *Uncertain Supply Chain Management*, 8(4). <https://doi.org/10.5267/j.uscm.2020.8.001>
- Salem, S. F. & Chaichi, K. (2018). Investigating causes and consequences of purchase intention of luxury fashion. *Management Science Letters*, 8(12). <https://doi.org/10.5267/j.msl.2018.10.001>
- Samosir, J., Purba, O., Ricardianto, P., Triani, D., Adi, E. N., Wibisono, E., Rusmiyati, C., Udiati, T., Listyawati, A. & Endri, E. (2024). The role of service quality, facilities, and prices on customer satisfaction in Indonesia aviation in the COVID-19 pandemic. *Uncertain Supply Chain Management*, 12(1). <https://doi.org/10.5267/j.uscm.2023.10.015>
- Sampurna, P. A. & Miranti, T. (2022). The Effect of Service Quality, Banking Digitalization, and Customer Relationship Management (CRM) on Customer Loyalty. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 303. <https://doi.org/10.30588/jmp.v12i1.1138>
- Sashi, C. M., Brynildsen, G. & Bilgihan, A. (2019). Social media, customer engagement and advocacy: An empirical investigation using Twitter data for quick service restaurants. *International Journal of Contemporary Hospitality Management*, 31(3). <https://doi.org/10.1108/IJCHM-02-2018-0108>
- Sekaran, U. & Bougie, R. (2010). *Research Method for Business, A Skill Building Approach* (Fifth Edition). John Wiley & Sons Inc.
- Setiawan, E. B., Wati, S., Wardana, A. & Ikhsan, R. B. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5). <https://doi.org/10.5267/j.msl.2019.10.033>

- Setiawan, H. & Sayuti, A. J. (2017). Effects of Service Quality, Customer Trust and Corporate Image on Customer Satisfaction and Loyalty: An Assessment of Travel Agencies Customer in South Sumatra Indonesia. *IOSR Journal of Business and Management*, 19(05). <https://doi.org/10.9790/487x-1905033140>
- Shabankareh, M., Hamzavi, J., Ranjbaran, A., Jelvehgaran Esfahani, S. & Izadi, G. (2024). The COVID-19 pandemic and repurchase intention in building brand engagement in the airline industry. *Journal of Hospitality and Tourism Insights*, 7(1). <https://doi.org/10.1108/JHTI-08-2022-0327>
- Shailesh, G. & Reddy, D. B. (2016). Mediation role of customer advocacy in customer loyalty and brand equity relationship-an empirical study in context to in-store brands. *Indian Journal of Science and Technology*, 9(45). <https://doi.org/10.17485/ijst/2016/v9i45/104492>
- Sheth, J. N., Sisodia, R. S. & Sharma, A. (2000). The antecedents and consequences of customer-centric marketing. *Journal of the Academy of Marketing Science*, 28(1). <https://doi.org/10.1177/0092070300281006>
- Siagian, H. & Cahyono, E. (2014). ANALISIS WEBSITE QUALITY, TRUST DAN LOYALTY PELANGGAN ONLINE SHOP. *Jurnal Manajemen Pemasaran*, 8(2). <https://doi.org/10.9744/pemasaran.8.2.55-61>
- Siddiqi, T., Khan, K. A. & Sharna, S. M. (2018). IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY: EVIDENCE FROM BANGLADESH'S BANKING INDUSTRY. *International Journal of Business, Economics and Law*, 15(5).
- Sirdeshmukh, D., Singh, J. & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1). <https://doi.org/10.1509/jmkg.66.1.15.18449>
- Sitorus, T. & Yustisia, M. (2018). The influence of Service Quality and Customer Trust toward Customer Loyalty: The role of customer satisfaction. *International Journal for Quality Research*, 12(3). <https://doi.org/10.18421/IJQR12.03-06>

- So, K. K. F., King, C. & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3). <https://doi.org/10.1177/1096348012451456>
- So, K. K. F., King, C., Sparks, B. A. & Wang, Y. (2016). Enhancing customer relationships with retail service brands: The role of customer engagement. *Journal of Service Management*, 27(2). <https://doi.org/10.1108/JOSM-05-2015-0176>
- Sofi, M. R., Bashir, I., Parry, M. A. & Dar, A. (2020). The effect of customer relationship management (CRM) dimensions on hotel customer's satisfaction in Kashmir. *International Journal of Tourism Cities*, 6(3). <https://doi.org/10.1108/IJTC-06-2019-0075>
- Steinman, C., Deshpandé, R. & Farley, J. U. (2000). Beyond market orientation: When customers and suppliers disagree. *Journal of the Academy of Marketing Science*, 28(1). <https://doi.org/10.1177/0092070300281010>
- Stokes, R. (2013). *E-Marketing: The Essential Guide to Marketing in a Digital World* (5th ed.).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). CV ALFABETA.
- Sugiyono. (2020). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN KOMBINASI (MIXED METHODS)*. CV ALFABETA.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi* (1st ed.). Pustaka Baru Press.
- Sulistyari, N. (2012). Analisis Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Minat Beli Produk Oriflame (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Jurusan Manajemen Universitas Diponegoro Semarang). *Diponegoro Journal of Management*, 1(1), 1–17.
- Sun, C. (2020). The research and evaluation of customer relationship management and social responsibility on competitive advantage. *Revista de Cercetare Si Interventie Sociala*, 69. <https://doi.org/10.33788/rcis.69.8>

- Susanta, S. (2013). The Effect of Relationship Quality on Customer Advocacy: The Mediating Role of Loyalty. *IOSR Journal of Business and Management*, 10(4). <https://doi.org/10.9790/487x-1044152>
- Sweeney, J., Payne, A., Frow, P. & Liu, D. (2020). Customer Advocacy: A Distinctive Form of Word of Mouth. *Journal of Service Research*, 23(2). <https://doi.org/10.1177/1094670519900541>
- Taghizadeh, S. K., Rahman, S. A. & Hossain, M. M. (2018). Knowledge from customer, for customer or about customer: which triggers innovation capability the most? *Journal of Knowledge Management*, 22(1), 162–182. <https://doi.org/10.1108/JKM-12-2016-0548/FULL/PDF>
- Taherparvar, N., Esmaeilpour, R. & Dostar, M. (2014). Customer knowledge management, innovation capability and business performance: A case study of the banking industry. *Journal of Knowledge Management*, 18(3), 591–610. <https://doi.org/10.1108/JKM-11-2013-0446>
- Tam, C., Loureiro, A. & Oliveira, T. (2019). The individual performance outcome behind e-commerce. *Internet Research*, 30(2). <https://doi.org/10.1108/intr-06-2018-0262>
- Tam, J. L. m. & Wong, Y. H. (2001). Interactive selling: A dynamic framework for services. *Journal of Services Marketing*, 15(5). <https://doi.org/10.1108/EUM0000000005656>
- Tariq Khan, M., Afzal Humayun, A. & Sajjad, M. (2015). Customer Loyalty-Attitudinal and Behavioral Aspects (A Review). *International Journal of Information, Business and Management*, 7(2).
- Tian, X. & Arif, L. S. B. M. (2023). Determination of customer brand loyalty on airlines in Malaysia. *Migration Letters*, 20(6). <https://doi.org/10.59670/ml.v20i6.3478>
- Tjiptono, F. & Chandra, G. (2016). *Service, Quality and Satisfaction* (4th ed.). CV Andi Offset.
- Trope, Y. & Liberman, N. (2010). Construal-Level Theory of Psychological Distance. *Psychological Review*, 117(2). <https://doi.org/10.1037/a0018963>

- Tseng, S. M. & Fang, Y. Y. (2015). Customer Knowledge Management Performance Index. *Knowledge and Process Management*, 22(2). <https://doi.org/10.1002/kpm.1463>
- Tulu, D. T. & Umbuse, G. (2021). *Do TRCKI affect Market Performance? Evidence from Cooperative Bank of Oromia Share Company in West Shoa Zone, Ethiopia*. <https://doi.org/10.21203/RS.3.RS-402462/V1>
- Urban, G. L. (2004). The emerging era of customer advocacy. In *MIT Sloan Management Review* (Vol. 45, Issue 2).
- 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. [Http://Dx.Doi.Org/10.1177/1094670510375599](http://dx.doi.org/10.1177/1094670510375599), 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- van Tonder, E. & Petzer, D. J. (2018). The interrelationships between relationship marketing constructs and customer engagement dimensions. *Service Industries Journal*, 38(13–14). <https://doi.org/10.1080/02642069.2018.1425398>
- Vivek, S. D., Beatty, S. E. & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- Watson, G. F., Beck, J. T., Henderson, C. M. & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 43(6). <https://doi.org/10.1007/s11747-015-0439-4>
- Weiner, B. (2000). Attributional thoughts about consumer behavior. In *Journal of Consumer Research* (Vol. 27, Issue 3). <https://doi.org/10.1086/317592>
- Wibawa, I. G. N. R. S. & Sukaatmadja, I. P. G. (2018). The Effect of Customer Orientation of Service Employee in Building Customer Retention in X Company Bali. *Journal of Education and Educational Developement*, 20(7).
- Wijaya, B. & Yulita, H. (2020). Effect of Emotional Experience, Electronic Word of Mouth, Reputation, Customer Satisfaction on Loyalty. *Ijomata*

- International Journal of Management*, 1(4).  
<https://doi.org/10.52728/ijjm.v1i4.164>
- Wongkitrungrueng, A. & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556.  
<https://doi.org/10.1016/J.JBUSRES.2018.08.032>
- Xu, M. & Walton, J. (2005). Gaining customer knowledge through analytical CRM. *Industrial Management and Data Systems*, 105(7).  
<https://doi.org/10.1108/02635570510616139>
- Yadav, B. K. & Singh, V. (2018). Customer Relationship Management (CRM), Relationship Quality and Customer Loyalty in the Indian Banking Sector: A Conceptual Approach. *BHU Management Review*, 6(1 & 2).
- Yap, B. W., Ramayah, T. & Wan Shahidan, W. N. (2012). Satisfaction and trust on customer loyalty: A PLS approach. *Business Strategy Series*, 13(4).  
<https://doi.org/10.1108/17515631211246221>
- Yeh, Y. P. (2016). Market orientation and service innovation on customer perceived value: The case of supermarket retailers. *Management Research Review*, 39(4). <https://doi.org/10.1108/MRR-08-2014-0205>
- Zhang, C., Ma, S., Li, S. & Singh, A. (2021). Effects of customer engagement behaviors on action loyalty: moderating roles of service failure and customization. *International Journal of Contemporary Hospitality Management*, 33(1), 286–304. <https://doi.org/10.1108/IJCHM-08-2019-0740/FULL/PDF>