

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Andi Offset.
- Agustian, K., Hidayat, R., Zen, A., Sekarini, R. A., Malik, A. J. (2023). *The Influence of Influencer Marketing in Increasing Brand Awareness and Sales for SMEs*. *Technology and Society Perspectives*, 1(2), 68–78.
- Amanda, S. D. (2021). Pengaruh Penerapan Digital Marketing dan Customer Relationship Management Terhadap Keputusan Pembelian Ulang (Repurchase Decision) Layanan ProsuK IndiHome (Study case pada PT. Telkom Jambi). Universitas Telkom
- Ardisa, F. V., Sutanto, J. E., & Sondak, M. R. (2022). The influence of digital marketing, promotion, and service quality on customer repurchase intention at Hub22 Lounge & Bistro Surabaya. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(2), 1074-1081.
- Armanto, R., Islamiah, B., & Gunarto, M. (2022). *Pengaruh Citra Merek dan Kepercayaan Merek terhadap Loyalitas Merek Mie Instan*. *Jurnal Nasional Manajemen Pemasaran & Sumber Daya Manusia*, 3(2), 2745–7257. <https://instantnoodles.org>
- Bachri, S., Putra, S. M., Farid, E.S., Darman. (2023). *The Digital Marketing to Influence Customer Satisfaction Mediated by Purchase Decision*. *Jurnal Aplikasi Manajemen*, 21(3), 578-592.
- Benoit, M., Mbemba, F., & Razafimandimby, H. (2020). Customer satisfaction and loyalty in the banking industry: A comparison between France and Madagascar. *Journal of Retailing and Consumer Services*, 54, 102156.
- Chusniartiningsih, E., & Andjarwati, A. L. (2019). Pengaruh kesadaran merek dan citra merek terhadap loyalitas pelanggan dengan kepercayaan merek sebagai variabel intervening. *Jurnal Ilmu Manajemen*, 7(1), 85-95.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122, 608-620.
- Fachrizal, F. (2024). Analisis Pengaruh E-Service Quality, Web Design, Harga dan Kepercayaan terhadap Kepuasan dan Loyalitas Pelanggan IndiHome di Datel Situbondo. Universitas Telkom.

- Fanaja, R. A., Saputri, M. E., & Pradana, M. (2023). Knowledge as a mediator for innovativeness and risk-taking tolerance of female entrepreneurs in Indonesia. *Cogent Social Sciences*, 9(1), 2185989.
- Fakaubun, U. F. K. (2019). *Pengaruh citra merek terhadap minat beli ulang sepatu adidas di Malang melalui kepuasan pelanggan sebagai variabel intervening (Studi kasus pada toko Sport Station Dinoyo, Malang)*. *Jurnal Ilmu Manajemen*, 4(2), 221-234.
- Franque, F. B., Oliveira, T., Tam, C., & Santini, F. D. O. (2021). A meta-analysis of the quantitative studies in continuance intention to use an information system. *Internet Research*, 31(1), 123-158.
- Febriyantoro, M.T. (2020). *Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation*. *Cogent Business & Management*, 7(1), 7-17.
- Ginting, Y. M., Chandra, T., Miran, I., Yusriadi, Y. (2023). *Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation*. *International Journal of Data and Network Science*, 7, 329–340.
- Garza, M. N. S., Limón, M. L. S., Tovar, Y. S., Qalati, S. A. (2024). *Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution*. *Cogent Business & Management*, 11(1), 1-15.
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik dan aplikasi SmartPLS 2.0 M3 untuk penelitian empiris*. Badan Penerbit Universitas Diponegoro. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=865950>
- Hair, J. F., Page, M., & Brunsveld, N. (2020). *Esensi metode penelitian bisnis*. Routledge.
- Hair, J.F. Risher, J.J., Sarstedt, M.andRingle, C.M.(2019), "When to use and how to report the results of PLS-SEM" *European Business Review*. Vol. 31 No. 1. pp. 2-24.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook* (p. 197). Springer Nature.
- Hidayat, T. (2022). Pengaruh kualitas produk terhadap minat beli (Studi kasus pada smartphone Samsung di Neo Komunika). *Eqien-Jurnal Ekonomi dan Bisnis*, 10(1), 195-202.
- Ilham, Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., Yusuf, M. (2023). *Digital Marketing's Effect on Purchase Decisions Through, Customer Satisfaction*. Cemerlang: *Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.

- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., Putra, A. H. P. K. (2020). *Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction*. *The Journal of Asian Finance, Economics and Business*, 4(9), 427–438.
- Indrasari, Novie. 2019. *Manajemen Pemasaran: Konsep, Aplikasi, dan Implementasi*. Jakarta: PT Gramedia Pustaka Utama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Iswahyuniarto, D. (2023). *Untuk mengetahui pengaruh strategi digital marketing pada Online Travel Agent terhadap keputusan pembelian berdasarkan metode AISAS dan implikasinya terhadap kepuasan pelanggan*. *Syntax Admiration*, 4(3), 299-315.
- Jauhari, F. (2023). Pengaruh dimensi Service Quality terhadap Attitudinal Loyalty dan Behavioral Loyalty yang dimoderasi Tingkat Penggunaan dan switching cost (Kasus Indihome di Indonesia). Universitas Telkom.
- Jasin, M., Firmansyah, A. (2022). *The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products*. *Uncertain Supply Chain Management*, 11, 383–390.
- Jo, H. (2022c). Effects of psychological discomfort on social networking site (SNS) usage intensity during COVID-19. *Frontiers in Psychology*, 13, 939726. <https://doi.org/10.3389/fpsyg.2022.939726>
- Jo, H. (2024). Sequential customer experiences leading to continuance intention in the mobile telecom industry: from contract to call center. *Telecommunication Systems*, 1-16.
- Kadhim, K. G., Harun, A., Hamawandy, N. M., Rahman, S. K., bdulmajeed Jamil, D., & Bewani, H. A. W. A. (2021). Factors influencing (Reputation, Perceived Value, Location, Convenience, Internal Environment, and Staff) on Customer Loyalty through Satisfaction: Perspective from Malaysia Hypermarket Industry. *The journal of contemporary issues in business and government*, 27(2), 5243-5263.
- Khairawati, S. (2020). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal of Research in Business and Social Science (2147-4478)*, 9(1), 15-23.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing*. Pearson.
- Lestari, E., & Soesanto, O. R. C. (2020). Predicting factors that influence attitude to use and its implications on continuance intention to use SVOD: study on netflix users of indonesia [prediksi faktor-faktor yang mempengaruhi sikap penggunaan dan implikasinya terhadap keberlanjutan niat penggunaan svod:

- studi pada pengguna netflix DI indonesia]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 15(2), 183-208.
- Li, Y., Nishimura, N., Yagami, H., & Park, H. (2021). An Empirical Study on Online Learners' Continuance Intentions in China. *Sustainability* 2021, 13, 889.
- Majeed, M., Asare, C., Fatawu, A., Abubakari, A. (2022). *An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry*. *Cogent Business & Management*, 9(1), 1-19.
- Marhadi, M., Fathoni, A. F., Setiawan, B., Pratiwi, D., Hayati, R., Boros, A., & Sudiby, N. A. (2024). Continuance Intention of Fintech Peer-to-Peer (P2P) Financing Syariah: Moderation Role of Brand Schematicity and Digital Financial Literacy. *Journal of Open Innovation: Technology, Market, and Complexity*, 100301.
- Marketing Inspiring the Leadership. (2024). *Excellent Service Experience Index 2024*. <https://marketing.co.id/excellent-service-experience-index-2024/>
- Marketing Inspiring the Leadership. (2024). *Contact Center Service Excellence Index 2024*. <https://marketing.co.id/contact-center-service-excellence-index-2024/>
- Musyaffi, A. M., Zahra, S. F., Yusuf, M., & Rachmadania, R. F. (2021). Research Bootcamp: Peningkatan Kualitas Dasar Riset. *JMM (Jurnal Masyarakat Mandiri)*, 5(6), 3400-3409.
- Nuarmiati, D., & Astuti, D. P. (2021). The effect of service quality on customer satisfaction and customer loyalty in PT. Bank Rakyat Indonesia (Persero) KCP Jember. *International Journal of Scientific Research and Management (IJSRM)*, 10(2), 50-57.
- Nugraeni, E. G. (2024). Strategi Rebranding Pada Brand Fashion BigJill Untuk Meningkatkan Brand Awareness. Universitas Telkom.
- Nugraha, D. W., Ismail, H., Wardhana, A., Wijaksana, T. I., & Yunani, A. (2023, December). A systematic literature review: implementation of ERP systems in logistics companies supply chain management in developed and developing countries. In *International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023)* (Vol. 12936, pp. 257-264). SPIE.
- Nugraheni, D., & Wiwoho, A. (2020). Customer satisfaction analysis of online shopping using e-commerce. In *IOP Conference Series: Materials Science and Engineering* (Vol. 916, No. 1, p. 012026). IOP Publishing.
- Nurrahman, A. H. (2023). Analisis Keberlanjutan Berlangganan Fixed Broadband dengan Menggunakan Modifikasi Model UTAUT2 (Studi kasus pada IndiHome Di Indonesia). Universitas Telkom.

- Ojiaku, O. C., & Osarenkhoe, A. (2018). Determinants of customers' brand choice and continuance intentions with mobile data service provider: The role of past experience. *Global Business Review*, 19(6), 1478-1493.
- Ookla. (2022). Ookla Research Articles. <https://www.ookla.com/articles/indonesia-fixed-broadband-network-performance-q3-q4-2021-2>
- Oktavia, V., Desri, S., Yahya, L. M., & Rahmi, D. Y. (2024). Pengaruh Persepsi Harga, Kesadaran Merek, Kualitas Pengiriman Terhadap Kepuasan Pelanggan dan Niat Beli Ulang Pada Franchise Ngikan Yuk Di Kota Bukittinggi. *Innovative: Journal Of Social Science Research*, 4(2), 45-56.
- Patrick, S., Albers, R., & Wieseke, M. (2020). The impact of customer satisfaction on brand equity: A meta-analysis. *Journal of Business Research*, 123, 332-344.
- Poromatikul, C., De Maeyer, P., Leelapanyalert, K., & Zaby, S. (2020). Drivers of continuance intention with mobile banking apps. *International Journal of Bank Marketing*, 38(1), 242-262.
- Pratiwi, A. C., Nofirda, F. A., & Akhmad, I. (2022). Pengaruh Pemasaran Digital, Kepercayaan Merek Dan Kepuasan Pelanggan Terhadap Minat Beli Produk Import Pada Perdagangan Elektronik Aliexpress. *DeReMa (Development of Research Management): Jurnal Manajemen*, 17(2), 223-241.
- Puspita, R., Widodo, A. (2021). Analisis Sentimen terhadap Layanan Indihome di Twitter dengan Metode Machine Learning. *Program Studi Teknik Informatika Universitas Pamulang*, 6(2), 759-766.
- Rahi, S., Ishtiaq, M., Farooq, W., & Alnaser, F. (2021). Examining factors influence individual behaviour to continue use of mobile shopping apps with the integration of technology acceptance model and brand awareness. *Economic and Social Development, Book of Proceedings*, 35-45.
- Rahmasari, L., Farisyi, S., Nabila, P., Ricardianto, P., Wahyuni, T., Trisanto, F., ... & Endri, E. (2024). Customer relationship management and brand image: Empirical evidence from marine export company in Indonesia. *Uncertain Supply Chain Management*, 12(1), 19-28.
- Rihayana, I. G., Salain, P. P. P., Rismawan, P. A. E., & Antari, N. K. M. (2022). The Influence of Brand Image, and Product Quality on Purchase Decision. *International Journal of Business Management and Economic Review*, 4(06), 342-350.
- Ratnawia, Mufidah, I., Amani, H. (2022). *Investigasi Pengaruh Social Media marketing dan Brand Awareness terhadap Purchase Decision Produk IndiHome pada Wilayah Telkom Bengkulu*. *Jurnal Pendidikan dan Kewirausahaan*, 10(3), 1022-1032

- Rusmahafi, F. A., & Wulandari, R. (2020). The effect of brand image, service quality, and customer value on customer satisfaction. *International Review of Management and Marketing*, 10(4), 68.
- Sari, W. K. (2017). *Pengaruh Word Of Mouth dan Brand Image Terhadap Keputusan Penggunaan Salon Kecantikan*. *Jurnal Ilmiah WIDYA Ekonomika*, 1(2), 374-385.
- Sari, S., Syamsuddin, S., & Syahrul, S. (2021). Analisis Brand Awareness Dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya Di Makassar. *Journal of Business Administration (JBA)*, 1(1), 37-48.
- Seminari, N., Rahyuda, I., Sukaatmadja, I., & Sukawati, T. (2023). The role of self-brand connection to mediate the effect of customer satisfaction on repurchase intention in moderation of lovemark. *International Journal of Data and Network Science*, 7(3), 1295-1302.
- Shamsudin, M. F., Hassan, F., Majid, Z. A., Ishak, M. F. (2020). *How Halal Brand Trust and Halal Brand Image Influence Halal Brand Purchase Intention*. *Journal of Critical Reviews*, 7(4), 1097-1103.
- Sianipar, Y. C., Situmorang, S. H., Wibowo, R. P. (2023). *Analysis of the effect of digital customer experience on customer loyalty through emotional marketing and customer satisfaction for Indihome customers*. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration*, 3(4), 1235-1247.
- Sitorus, S. A., dkk. (2022). *Branding Marketing: The Art of Branding*. Bandung: Media Sains Indonesia
- Sulaiman, Y., & Tjhin, U. (2023). Continuance intention to subscribe to a video-on-demand service: A study of Netflix users in Indonesia. *Journal of Theoretical and Applied Information Technology*, 15(5), 1819-1844.
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Sugiyono, Sugiono. 2021. *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi*. Jakarta: Alfabeta.
- Sujarweni, V. W. (2019). *Metodologi Penelitian Bisnis & Ekonomi*. Pustaka Barupress.
- Sujarweni, W. (2021). *Metodologi Penelitian*. Yogyakarta: Pustaka barupress.
- Susanto, S. E., Toto, H. D., Krisnanto, B., Singkeruang, A. W. T. F, Ramlah. (2022). *The Influence of Brand Loyalty and Brand Image on Customer Satisfaction*. *Point of View Research Management*, 3(1), 70-80.
- Tam, C., Barroso, M., & Cruz-Jesus, F. (2022). Understanding the determinants of users' continuance intention to buy low-cost airline flights online. *Journal of Hospitality and Tourism Technology*, 13(2), 264-280.

- Tang, K. L., Tan, P. M., Hooi, R., Low, P.M., Tan, K. E., Yeo, K. C. (2024). *Predicting Continuance Intention and use of Mobile Shopping Apps with PLS-SEM and necessary condition analysis in Tandem*. *Journal of Applied Structural Equation Modeling*, 8(1),01-27.
- Telkom Indonesia. (2024). *Telkom Pertahankan Posisi sebagai Market Leader dengan Profitabilitas Net Income Margin 17,4%*. https://www.telkom.co.id/sites/enterprise/id_ID/news/telkom-pertahankan-posisi-sebagai-market-leader-dengan-profitabilitas-net-income-margin-17,4-2051.
- Telkom. (2022). Laporan Keuangan Tahun 2021. https://www.telkom.co.id/minio/show/data/lampiran/1650968019980_Laporan%20Tahunan%20Telkom%202021.pdf
- Telkom. (2023). Laporan Keuangan Tahun 2022. https://www.telkom.co.id/minio/show/data/lampiran/1681718955967_Laporan%20Tahunan%20Telkom%202022_website
- Telkom. (2024). Laporan Keuangan Tahun 2023. https://www.telkom.co.id/minio/show/data/lampiran/1712267183004_original_Laporan%20Tahunan%20Telkom%202023_website.pdf
- Telkomsel. (2024). *Layanan Indihome*. <https://www.telkomsel.com/indihome>.
- Telkomsel. (2024). *Laporan Keuangan*. <https://www.telkomsel.com/about-us>.
- Telkomsel. (2024). *Profil*. <https://www.telkomsel.com/about-us>.
- Thomas, CG (2021). Metodologi penelitian dan penulisan ilmiah. Thrissur Peloncat. <https://doi.org/10.1007/978-3-030-64865-7>
- Top Brand Award. (2024). *Komparasi Brand Index*. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=10&id_subkategori=370
- Usman, O., Yuwandara, S. Q. (2020). *The Effect of Celebrity Endorser, Brand Image, Brand Awareness, and Social Media to Purchase Intentions*. SSRN.
- Utomo, S., & Saragih, A. (2023). The Effect of Brand Awareness and Service Quality on Customer Satisfaction and Its Implications for Container Terminal Customer Loyalty. *International Journal of Advanced Multidisciplinary*, 2(2), 551-561.
- Wardhana, A., Pradana, M., Kartawinata, B. R., Mas-Machuca, M., Pratomo, T. P., & Mihardjo, L. W. W. (2022, November). A twitter social media analytics approach on Indonesian digital wallet service. In 2022 International Conference Advancement in Data Science, E-learning and Information Systems (ICADEIS) (pp. 01-05). IEEE.
- Widodo, A. S., Hady, H., & Muharam, H. (2024). The Influence of Brand Image and Product Quality Towards Customer Satisfaction Among High School Students Using Xiaomi Brand. *International Journal of Law, Policy, and Governance*, 3(1), 50-62.

- Winoto, H. Tj., Tecolalu, M., Ferryday. (2022). *The Role of Customer Satisfaction in Mediation the Influence of Brand Image and price on repurchasing interest*. Journal of Economic, Business and Accounting, 5(2), 1690-1698.
- Yahya, Soesanto, H. (2023). *The Effect of Digital Marketing and Customer Satisfaction on Company Image and Its Impact on Customer Loyalty Local Water Supply Utility Semarang Regency*. Return: Study of Management, Economic And Business, 2(11), 1142-1150.
- Zia, A., Younus, S., Mirza, F. (2021). *Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness*. International Journal of Innovation, Creativity and Change, 15(2), 1091-1106.