## DAFTAR PUSTAKA


Aflah, Fadli Ramadhanul, and Sri Murhayati. 2025. “Penelitian Fenomenologis.” *Jurnal Pendidikan Tambusai* 9(2): 13099–109.

Ahmad Dzikri Aljasiri, Fiki Febriananda, and Muhammad Furqon. 2023. “Ojek Online Dan Eksistensi Budaya Baru.” *TUTURAN: Jurnal Ilmu Komunikasi, Sosial dan Humaniora* 1(2): 86.

Ali, Nazam, Muhammad Ashraf Javid, Tiziana Campisi, Krisada Chaiyasarn, and Panumas Saingam. 2022. “Measuring Customers ’ Satisfaction and Preferences for Ride-Hailing Services in a Developing Country.”

Amaliah, Nur, and Dwi Putri Asis. 2026. “Analisis Beban Kerja Kurir Terhadap Ketepatan Pengiriman Barang Pada PT . Indah Logistik Cargo Cabang Makassar.” 4(4): 9150–56.

Armiwulan, Hesti, Utiyafina Mardhati Hazhin, and Priska Evelyn. 2025. “Kedudukan Ojek Online Dalam Perspektf Hukum Pengangkutan Di Indonesia.” 10(1): 530–40. https://prosiding.pnj.ac.id/index.php/snrtb/article/view/5853/2531.

Chand, Satish Prakash. 2025. “Methods of Data Collection in Qualitative Research: Interviews, Focus Groups, Observations, and Document Analysis.” *Advances in Educational Research and Evaluation* 6(1): 303–17. doi:10.25082/aere.2025.01.001.

Felix, Antonius, and Glisina Dwinoor Rembulan. 2023. “Analysis of Key Factors for Improved Customer Experience, Engagement, and Loyalty in the E-Commerce Industry in Indonesia.” *APTISI Transactions on Technopreneurship* 5(2Sp): 196–208. doi:10.34306/att.v5i2sp.350.

Gustiawan, Wahyu Dede, and Wening Patmi Rahayu. 2024. “" Understanding Consumer Decisions : Factors Influencing Men ’ s Choice of Premium Barbershops in Kediri City ".” 05(02): 14–20.

Januari, Nomor, Danang Djoko Susilo, and Iswandir Za. 2025. “JURNAL ILMIAH M-PROGRESS JURNAL ILMIAH M-PROGRESS.” 15: 37–44.

Katili, Fahira Anya, Fayza Azzahra Robby, and Putu Wuri Handayani. 2024. “The Influence of the Ride Hailing Apps Loyalty Program on Customer Loyalty: A Case Study in Indonesia.” *Transportation Research Interdisciplinary Perspectives* 26(May): 101141. doi:10.1016/j.trip.2024.101141.

Listyanti, Anindita Ayu, Wenny Pebrianti, and Universitas Tanjungpura. 2025. “Ilomata International Journal of Management.” (1): 376–95.

Lufti Nasution, Miranda. 2023. “Recht Studiosum Law Review.” 02(02): 2985–9867. https://talenta.usu.ac.id/rslr.

Mofokeng, Thabang Excellent. 2021. “The Impact of Online Shopping Attributes on Customer Satisfaction and Loyalty: Moderating Effects of e-Commerce Experience.” *Cogent Business and Management* 8(1). doi:10.1080/23311975.2021.1968206.

Muttaqien, Zaenul, and Trisnia Widuri. 2023. “The Effect of Service Quality and Store Image on Customer Loyalty Mediated by Perceived Value and Customer Satisfaction at Indomaret Stores in Kediri City.” *Formosa Journal of Science and Technology* 2(12): 3297–3316. doi:10.55927/fjst.v2i12.7479.

Nasir, Abdul, Nurjana, Khaf Shah, Rusdy Abdullah Sirodj, and M Win Afgani. 2023. “Pendekatan Fenomenologi Dalam Penelitian Kualitatif.” *INNOVATIVE: Journal Of Social Science Research* 3(5): 4445–51. https://j-innovative.org/index.php/Innovative.

Octaviani, Olivia Citra, Universitas Negeri Jakarta, Mohamad Rizan, Universitas Negeri Jakarta, Agung Kresnamurti Rivai P, and Universitas Negeri Jakarta. “The Effect of E-Service Quality and Perceived Price Fairness on Customer Loyalty Which Customer Satisfaction As Intervening Study On.”

Putra, Eka Mahendra. 2025. “Konsep Umum Penelitian Kualitatif Pada Ranah Pendidikan.” *Dahzain Nur* 15(1): 10–17. doi:10.69834/dn.v15i1.282.

Rachmawati, Silvia, Mulyo Budi Setiawan, and Universitas Stikubank. 2023. “On Customer Loyalty At PT . FIFGROUP Kios Tandem Mijen Semarang Analisis Pengaruh Nilai Pelanggan , Kualitas Pelayanan Dan Kedekatan Emosional Terhadap Loyalitas Pelanggan Di PT . FIFGROUP Kios Tandem Mijen Semarang.” 4(5): 4836–48.

Rane, Nitin Liladhar, Anand Achari, and Saurabh P. Choudhary. 2023. "Enhancing Customer Loyalty Through Quality of Service: Effective." *International Research Journal of Modernization in Engineering Technology and Science* 05(05): 427–52.

Rezaldi, Muhammad, Jasman J. Ma'ruf, and Halimatussakdiah. 2022. "Utilitarian and Hedonic Effect on Loyalty Through Trust With Price Consciousness As Moderating Variable in Indonesian Emarketplaces." *International Journal of Business Management and Economic Review* 05(02): 236–45. doi:10.35409/ijbmer.2022.3383.

Ricardianto, Prasadja, Ridho Bramulya Ikhsan, Abdullah Ade Suryobuwono, Edhie Budi Setiawan, Efendhi Prih Raharjo, Rezha Rahandi, and Dedy Cahyadi. 2024. "What Makes Consumers Attitudinal Loyalty on Ride-Hailing Services? An Investigation Indonesian Consumers' Perceived Safety in Using Ride-Hailing Apps." *Journal of Open Innovation: Technology, Market, and Complexity* 10(2): 100306. doi:10.1016/j.joitmc.2024.100306.

Ryan Syauqi, Muhammad, Dorothy Rouly Haratua Pandjaitan, and Corresponding Author. 2023. "The Infleunce of Customer Experience, Customer Satisfaction & Customer Loyalty Towards Brand Power (Study on Go-Ride Service by Gojek in Bandar Lampung)." *International Journal of Asian Business and Management (IJABM)* 2(5): 731–48. https://journal.formosapublisher.org/index.php/ijabm.

Sadat, Adewiah, Eko Prasojo, Program Studi Manajemen, and Universitas Cokroaminoto Yogyakarta. 2024. "MODEL LOYALITAS PELANGGAN BERBASIS CUSTOMER RELATIONSHIP MANAGEMENT PADA JSTRO." 8(1): 116–37.

Sari, Aisyah Sekar, Nadia Aprisilia, and Yessi Fitriani. 2025. "Teknik Pengumpulan Data Dalam Penelitian Kualitatif." *Indonesian Research Journal on Education* 5(4): 539–45. doi:10.31004/irje.v5i4.3011.

Siska et al 2023. "LUCRUM : Jurnal Bisnis Terapan EFFECT OF SERVICE QUALITY AND EMOTIONAL CLOSENESS TO CUSTOMER SATISFACTION." 3(3): 312–21.

Sobandi, Anisa Aulia, and Ridwan Irawansyah. 2025. "Ojek Online Dalam Sistem Ekonomi Keseharian Di Indonesia." *Karimah Tauhid* 4(8): 5456–60.

doi:10.30997/karimahtauhid.v4i8.20140.

Sugiyono. 2017. *Metode Penelitian Kuantitatif*.

Tresno, Pia, Joyo Desa, Banjaranyar Kec, and Kras Kab. 2022. “Perancangan Branding Dan Penerapan Digital Marketing UMKM Roti.” 6(2).

Urfany, Nura, and Muchsin Muthohar. 2022. “Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Sebagai Variabel Intervening ( Studi Pada Konsumen Tokopedia ).” 01(06): 273–84.

Wariani, Putri, Syahmardi Yacob, and Agus Silikhin. 2023. “MARKETING TERHADAP LOYALITAS KONSUMEN DENGAN.” 12(03): 808–18.