

Ujang Sumarwan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11976363/publications.pdf>

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8
papers

37
citations

1937685
4
h-index

1872680
6
g-index

8
all docs

8
docs citations

8
times ranked

31
citing authors

#	ARTICLE	IF	CITATIONS
1	Perceived Value, Social Bond, and Switching Cost as Antecedents and Predictors of Customer Loyalty in the B2B Chemical Industry Context: A Literature Review. <i>International Journal of Marketing Studies</i> , 2018, 10, 124.	0.4	12
2	How Commitment, Satisfaction, and Cost Fluctuations Influence Customer Loyalty. <i>GATR Journal of Management and Marketing Review</i> , 2019, 4, 115-125.	0.2	7
3	How to Manage Customer Satisfaction through Brand Association and Perceived Value Strategy. <i>GATR Journal of Management and Marketing Review</i> , 2019, 4, 184-193.	0.2	4
4	The effect of marketing mix and brand image on customer loyalty of remixed mortar. <i>Independent Journal of Management & Production</i> , 2020, 11, 450.	0.4	4
5	17 YEARS OF SERVICE-DOMINANT LOGIC: VARGO AND LUSCH'S CONTRIBUTIONS. <i>Business: Theory and Practice</i> , 2021, 22, 482-492.	1.7	4
6	Optimization model: the innovation and future of e-ecotourism for sustainability. <i>Journal of Tourism Futures</i> , 2021, ahead-of-print, .	3.9	3
7	Tourism competitiveness on the utilization zone of National Park in Indonesia. <i>Jurnal Penelitian Kehutanan Wallacea</i> , 2021, 10, 145.	0.1	2
8	The Influence of Marketing Mix on Brand Image, Motivation and Students Decision to Choose Graduate Studies of IPB University. <i>Journal of Consumer Sciences</i> , 2020, 5, 139-156.	1.3	1