

## REFERENCE

### **BOOKS**

Santoso, Singgih. (2016). *PanduanLengkap SPSS Versi 23*. Jakarta: PT. Elex Media Komputindo.

Sanusi, Anwar. (2014). *MetodologiPenelitianBisnis :DisertaiContoh Proposal PenelitianBidangIlmuEkonomi Dan Manajemen*. Jakarta: SalembaEmpat.

Sugiyono.(2017).*MetodePenelitianKuantitatif Kualitatif Dan R&D*. Bandung :PT Alfabeta.

Suwarjeni, V. Wiratna. (2014). *Metodologi Penelitian Lengkap, Praktis dan Mudah Dipahami*. Yogyakarta : Pustaka Baru Press.

Ghozali, Imam. (2016). *Aplikasi analisis multivariate dengan program ibm spss 23*. Semarang: Badan Penerbit Universitas Diponegoro.

Sangadji, Etta Mamang and Sopiah (2016). *Perilaku Konsumen pendekatan praktis disertai himpunan dan jurnal penelitian*. Yogyakarta : CV. Andi Offset.

### **BOOKS from WEB**

ward, susan (2018)CRM definition Retrieverd 19 june 2018  
<https://www.thebalancesmb.com/crm-customer-relationship-management-2947184>

Johannson, Anna. (2015). Entrepreneurcom. Retrieved 19 June,2018, from <https://www.entrepreneur.com/article/247621>

Tramel, Joel (2015). LinkedIncom. Retrieved 19 June, 2018, from <https://www.linkedin.com/pulse/best-definition-entrepreneurship-ive-heard-so-far-joe-trammell>

Gantos, debora (2017). David Castlegrant and Associates. Retrieved 10 June, 2018, from <http://dcastlegrant.com/family-business-an-insiders-perspective/>

Mohammed Oudah, Fauzia Jabeen (2018). Economygovmt. Retrieved 20 June, 2018, from [https://economy.gov.mt/en/familybusinessact/Family Business/Documents/Family Business Term Paper.pdf](https://economy.gov.mt/en/familybusinessact/FamilyBusiness/Documents/Family%20Business%20Term%20Paper.pdf)

Ward, Susan (2019). The Balance Small Business. Retrieved 20 January, 2019, from <https://www.thebalancesmb.com/crm-customer-relationship-management-2947184>

kdevarakonda. (2016). Apptivo. Retrieved 25 June, 2018, from <https://www.apptivo.com/blog/5-crm-key-performance-indicators-small-businesses-should-keep-track-of>

Blogspotcom. (2018). Blogspotcom. Retrieved 26 June, 2018, from <http://dr-suparyanto.blogspot.com/2011/02/kepuasan-pelanggan-customer.html>

Ricohcom. (2018). Ricoh Global. Retrieved 26 June, 2018, from <https://www.ricoh.com/csr/consumer/>

Sucipto, Hadi. (2018). Blogspotcom. Retrieved 20 June, 2018, from <http://gery-casakom.blogspot.com/2011/12/crm-customer-relationship-management.html>

Taylor, Jennifer (2017). Wizville. Retrieved 3 July, 2018, from  
<https://wizville.fr/en/blog/3-customer-satisfaction-indicators-you-need-to-monitor-now/>

Agarwal,ankita (2012). Knowledge Tank. Retrieved 10 July, 2018, from  
<https://www.projectguru.in/publications/importance-of-crm-for-customer-satisfaction>

Bramley, ben (2017).. ThoughtShift. Retrieved 10 July, 2018, from  
<https://www.thoughtshift.co.uk/the-importance-of-customer-satisfaction/>

## **JOURNAL**

Journal 1 Retriverd 10 July, 2018 from:  
<http://www.mcser.org/journal/index.php/ajis/article/viewFile/8444/8105>

Journal 2 Retriverd 10July, 2018 from:  
<http://www.iiste.org/Journals/index.php/EJBM/article/download/16867/17202>

Journal 3 Retriverd 10 July, 2018 from: <http://oaji.net/articles/2015/2128-1434605815.pdf>

Imotionscom. (2016). IMotions. Retrieved 17 July, 2018, from  
<https://imotions.com/blog/qualitative-vs-quantitative-research/>

S,Surbih (2017). Keydifferencescom. Retrieved 17 July, 2018, from  
<https://keydifferences.com/difference-between-population-and-sample.html>