

DAFTAR PUSTAKA

- Aileen Kennedy, 2006, 'Electronic Customer Relationship Management (*eCRM*): Opportunities and Challenges in a Digital World', *Irish Marketing Review*, vol. 18, no. 1 & 2.
- Tunggal, A. W., 2008, 'Audit Manajemen' Jakarta: Rineka Cipta.
- Anonym, 2011, '*Email Marketing: The Internet Marketing Academy*', The Internet marketing Academy & Ventus Publishing ApS.
- Alok Mishra, Deepti Mishra, 2009, 'Customer Relationship Management: Implementation Process Perspective', *Acta Polytechnica Hungarica*, vol. 6, no. 4.
- Aris Y. C. Lam, Ronnie Cheung & Mei Mei Lau, 2013, 'The Influence of Internet-Based Customer Relationship Management on Customer Loyalty', *Contemporary Management Research*, Vol. 9, no. 4, pp. 419-440.
- Atul Parvatia, Jagdish N. Sheth, (2002), 'Customer Relationship Management: Emerging Practice, Process, and Discipline', *Journal of Economic and Social Research* 3(2) 2001, 2002 Preliminary Issue, 1-34.
- Auruskeviciene, V, Salciuviene, L & Skudiene, V, 2010, 'The Relationship Quality Effect on Customer Loyalty', *Pecvnia*, vol. 10, pp. 23-36.
- Aydin Kayabasi, Bahar Celik, Alper Buyukarslan, 2013, 'The Analysis of the Relationship among perceived electronic service quality, total service quality and total satisfaction in banking sector', *International Journal of Human Sciences*, vol. 10, issue 2, pp. 304-325.

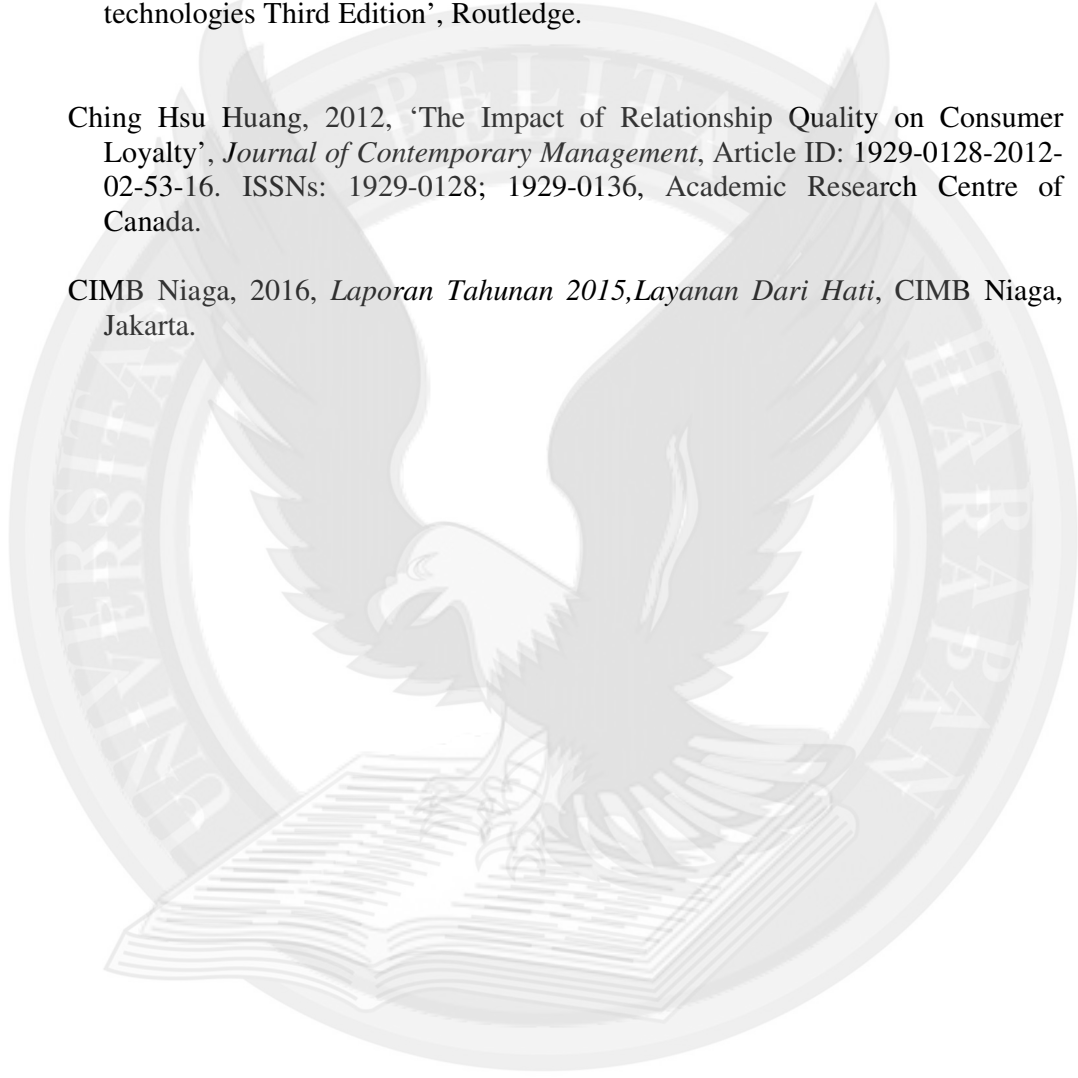
Babin Pokharel, 2011, Customer Relationship Management: Related Theories, Challenges and Application in Banking Sector', *Banking Journal*, vol. 1, issue 1.

Berndt, A, Herbst, F & Roux, L, 2005, 'Implementing a Customer Relationship Management Programme in an Emerging Market', *Journal of Global Business & Technology*, vol.1, no. 2, fall.

Buttle, F., Maklan, S., 2015, 'Customer Relationship Management: Concepts and technologies Third Edition', Routledge.

Ching Hsu Huang, 2012, 'The Impact of Relationship Quality on Consumer Loyalty', *Journal of Contemporary Management*, Article ID: 1929-0128-2012-02-53-16. ISSN: 1929-0128; 1929-0136, Academic Research Centre of Canada.

CIMB Niaga, 2016, *Laporan Tahunan 2015, Layanan Dari Hati*, CIMB Niaga, Jakarta.



Dharmayanti, D., 2006, Analisa Dampak Service Performance dan Kepuasan Sebagai Moderating Variable Terhadap Loyalitas Nasabah, Jurnal Ilmiah Universitas Petra Surabaya.

Fjermestad, J., Romano Jr., N. C., 2006, '*Electronic Customer Relationship Management Advances in Management Information Systems*', Routledge.

Frehner, P., 2008, 'Email, SMS, MMS: The Linguistic Creativity of Asynchronous Discourse in the New Media Age', Peter Lang AG International Academic Publishers Bern.

Fandy, Tjiptono, Anastasia Diana, 2000, Total Quality Management, Edisi Revisi, Andiy Offset, Yogyakarta.

Griffin, J, 2005, *Customer Loyalty: How to earn it, how to keep it*, John Wiley & Sons Inc., New Jersey.

Hanover Research, 2011, '*Consumer Loyalty Program*', Hanover Research, Washington DC. www.hanoverresearch.com

Hasan, H., 2008, 'Marketing', Media Utama Yogyakarta.

Hurriyati, R., 2005, Bauran Pemasaran dan Loyalitas Konsumen, Alfabeta, Bandung.

<http://properti.bisnis.com/read/20150703/107/449887/harga-properti-kenaikan-20-per-tahun-> diakses pada 20 Juni 2016

<http://financial-dictionary.thefreedictionary.com/Internet+Banking> diakses pada 20 Apr 2015

<https://www.quora.com/Whatisthedifferencebetweenmobilebankingandinternetbanking> diakses pada 21 April 2015

<http://www.jakarta.go.id> diakses pada 26 April 2016

<<http://bisniskeuangan.kompas.com/read/2015/11/04/114000426/Ini.10.Bank.dengan.Aset.Terbesar.di.Indonesia>>.

<https://www.cimbclicks.co.id/ib-cimbniaga/Login.html> diakses pada 15 Juni 2016

<https://www.cimbniaga.com/in/personal/index.html> diakses pada 26 Juni 2016



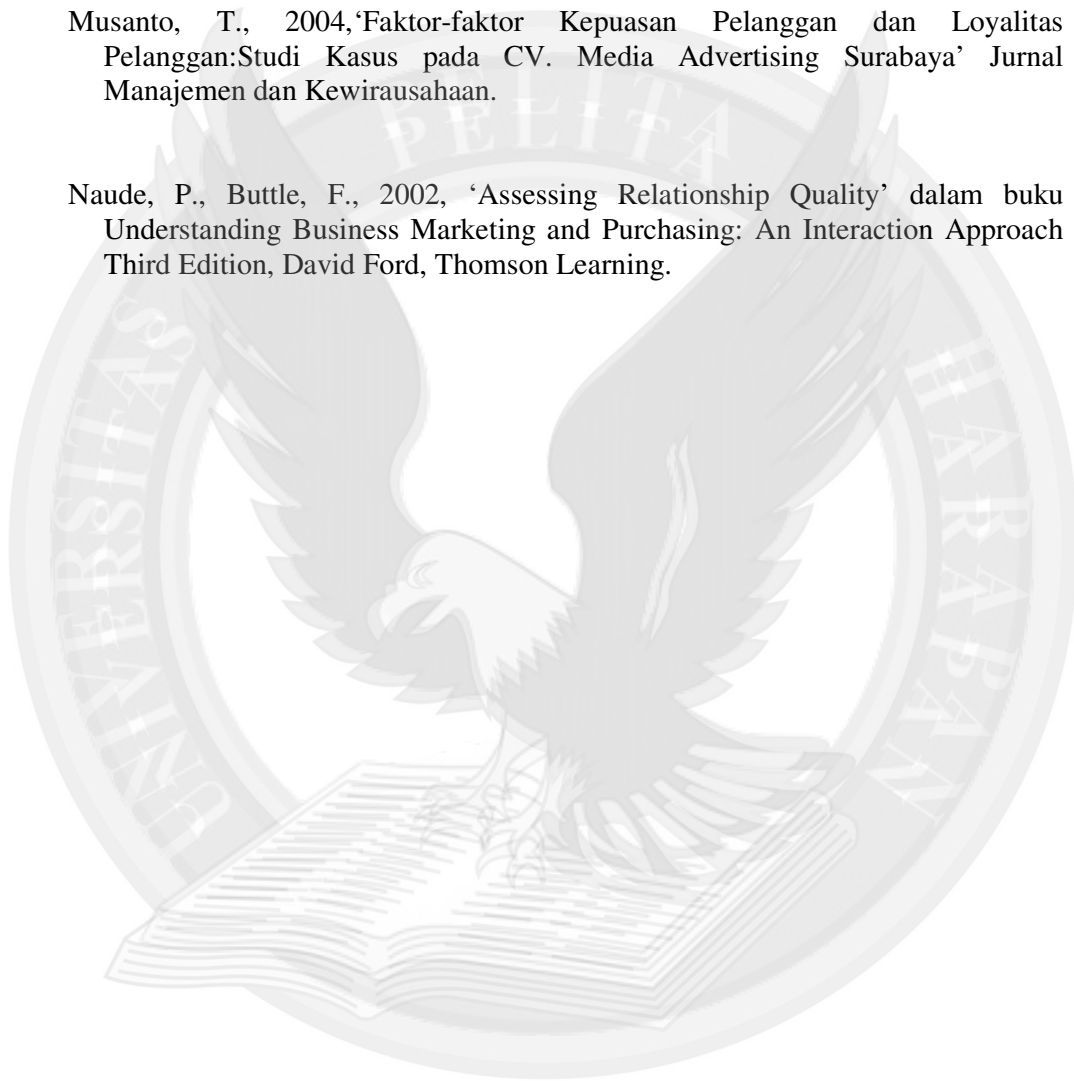
- Injazz J. Chen, Karen Popovich, 2003, 'Understanding Customer Relationship Management (CRM): People, process and Technology', *Business Process Management Journal*, vol. 9, no. 5, pp. 672-688.
- Internet Live Stats, 2016, *Indonesia Internet Users*, InternetLiveStats.com, viewed 26 April 2016, <<http://www.internetlivestats.com/internet-users/indonesia/>>.
- Ivan Rica, 2012, 'The Promotion of Banking Services', *Journal of Electrical and Electronics Engineering*, vol. 5, no. 1.
- Joseph O. Chan, 2006, 'The Anatomy of Real Time CRM', *Communications of the IIMA*, vol. 6, issue 1.
- Kayode, O, 2014, *Marketing Communications*, Bookboon.com.
- Kong, C. M., 2006, 'Relationship Marketing in Globalised World: Are You Ready?', Utusan Publications & Distributors Sdn Bhd
- Krisna Wijaya, 2016, 'Digital Banking', *Infobank edisi Maret 2016*, no. 446, vol. XXXVIII, hal. 50.
- Kompas, 2015, *Ini 10 Bank dengan Aset Terbesar di Indonesia*, kompas.com, viewed 13 April 2016,
- Kotler, P & Keller, KK, 2012, *Marketing Management*, 14th edition, Prentice Hall, Upper Saddle River – New Jersey.
- Kumar, A., Sharma, R., 2000, 'Principles of Business Management', Atlantic Publishers and Distributors.
- Kursunluoglu, E., 2014, 'Shopping Centre Customer Service: Creating Customer Satisfaction and Loyalty', Emerald.
- Khairy Mahdi, 'Pengertian Internet Banking', dalam http://elektronikbanking.blogspot.com/2012/08/pengertian-internet-banking_27.html?m=1, diakses pada 25 Februari 2017

Lacey, R., 2015, ' *Relationship Marketing Tools: Understanding the Value of Loyalty Programs*' dalam Handbook on Research in *Relationship Marketing* Robert M. Morgan, Janet Turner Parish dan George Deitz, Edward Elgar Publishing Limited.

Lovelock, C, Wirtz, J & Keh, HT, 2002, *Services Marketing in Asia*, Prentice Hall, Singapore.

Musanto, T., 2004, 'Faktor-faktor Kepuasan Pelanggan dan Loyalitas Pelanggan: Studi Kasus pada CV. Media Advertising Surabaya' Jurnal Manajemen dan Kewirausahaan.

Naude, P., Buttle, F., 2002, 'Assessing Relationship Quality' dalam buku *Understanding Business Marketing and Purchasing: An Interaction Approach Third Edition*, David Ford, Thomson Learning.



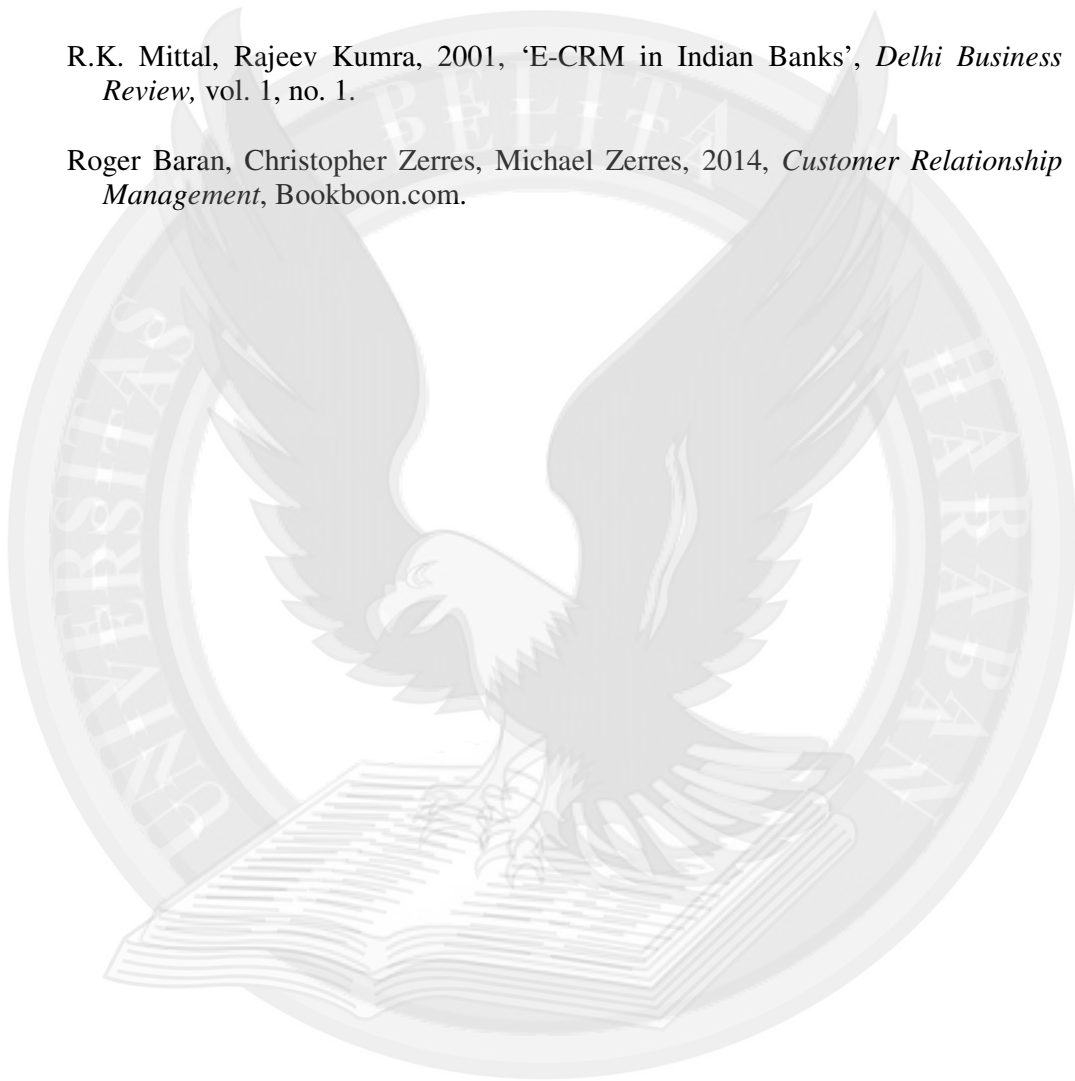
Palilati., A., 2004., “Pengaruh Tingkat Kepuasan terhadap Loyalitas Nasabah Tabungan Perbankan di Wilayah Bugis”, *Jurnal Ilmu-Ilmu Sosial*.

Peppers, D & Rogers, M, 2011, *Managing Customers Relationships*, John Wiley & Sons Inc., New Jersey.

PR Smith, Ze Zook, 2011, ‘*Marketing Communications – Integrating offline and online with social media*’, 5th edition, Kogan Page, London.

R.K. Mittal, Rajeev Kumra, 2001, ‘E-CRM in Indian Banks’, *Delhi Business Review*, vol. 1, no. 1.

Roger Baran, Christopher Zerres, Michael Zerres, 2014, *Customer Relationship Management*, Bookboon.com.



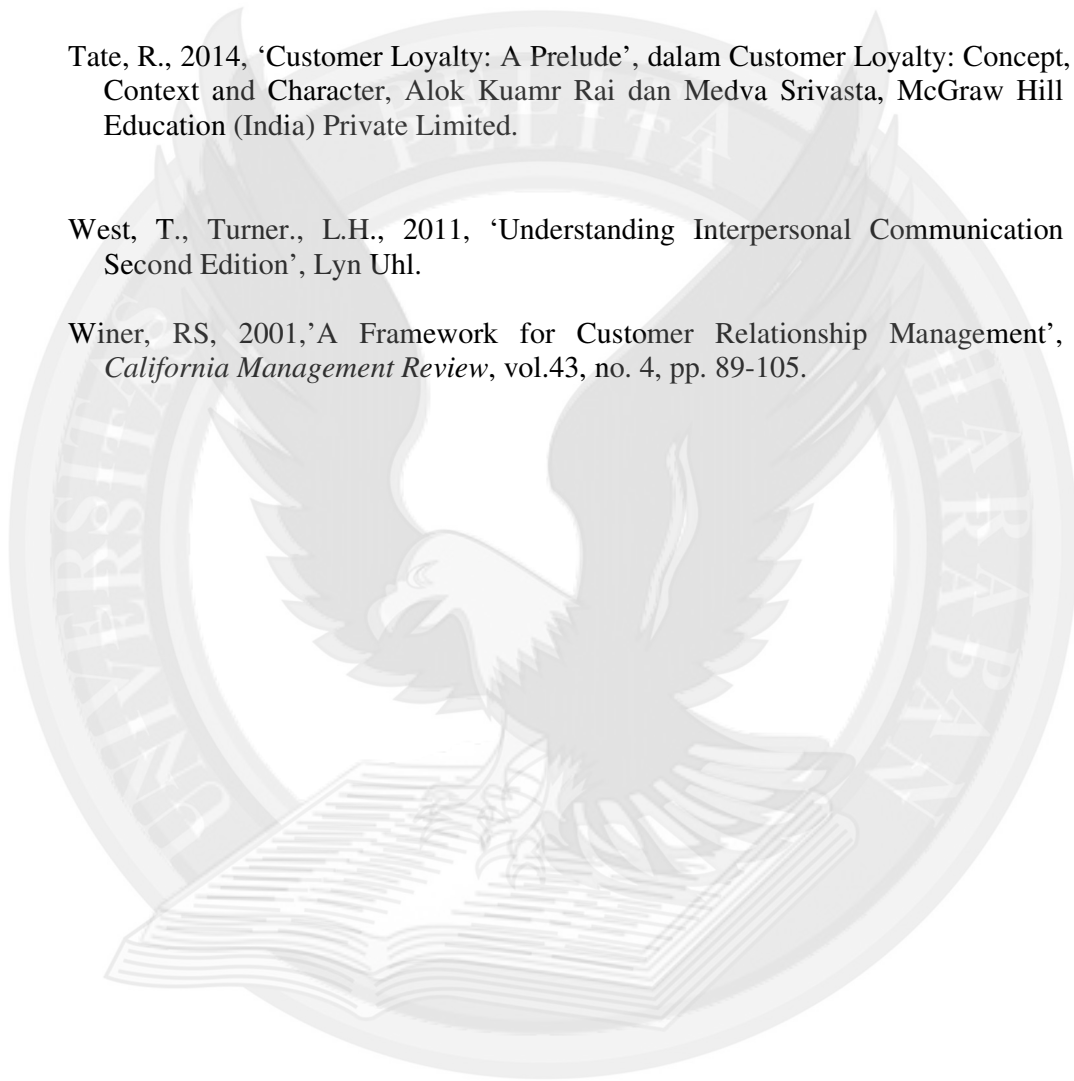
Sachin Hundre, P Raj Kumar, G Dileep Kumar, 2013, 'Customer Retention – Key to Success for Organization: A Case Study of Banking Industry', *Research Journal of Agricultural Sciences*, 4 (5/6)

Sinisalo, J, Salo, J, Karjaluo, H, Leppaniemi, M, 2006, 'Managing Customer Relationship through Mobile Medium – Underlying Issues and Opportunities', *Proceedings of the 39th Hawaii International Conference on System Sciences – 2006*.

Tate, R., 2014, 'Customer Loyalty: A Prelude', dalam *Customer Loyalty: Concept, Context and Character*, Alok Kuamr Rai dan Medva Srivasta, McGraw Hill Education (India) Private Limited.

West, T., Turner., L.H., 2011, 'Understanding Interpersonal Communication Second Edition', Lyn Uhl.

Winer, RS, 2001, 'A Framework for Customer Relationship Management', *California Management Review*, vol.43, no. 4, pp. 89-105.



Lampiran-lampiran :



kuesioner final
062016.docx



Kuesioner - Google
Forms.pdf



Output
deskriptif.docx



Output Factor
Analysis.docx



Output AMOS2.docx



Validitas Reliabilitas
30 data.docx



Data tabulasi hasil
kuesioner.xlsx

