

DAFTAR PUSTAKA

- Akbar, Rofiq. (2017). Analisis Pembelajaran Aktif dengan Pendidikan Collaborative Learning pada Mata Kuliah Manajemen Pendidikan Di STAIN Kudus.
- Buttle, Francis. (2007). Customer Relationship Management (Manajemen Hubungan Pelanggan) : Concept and Tools. Bayumedia Publishing, Malang.
- Blackwell, R.J. (2006) Consumer Behaviour. 10th Edition, Harcourt College Publishers, South Western-Thomson Learning, Cincinnati.
- Dawi, N. M., Jusoh, A., Streimikis, J., & Mardani, A. (2018). The influence of service quality on customer satisfaction and customer behavioral intentions by moderating role of switching barriers in satellite pay TV market
ekbis.sindonews.com
- Hellier, Philip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A. (2003). Customer repurchase Intention : a general structural equation model, European Journal of Marketing, vol. 37
- Kotler, Philip. (2003). Manajemen Pemasaran. Edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip dan Keller. (2007). Manajemen Pemasaran, Jilid I, Edisi Kedua belas, PT. Indeks, Jakarta.
- Kristanti, F. T., Rahayu, S., & Huda, A. N. (2016). The Determinant of Financial Distress on Indonesian Family Firm. Procedia - Social and Behavioral Sciences.
- Kartajaya Hermawan, (2009). New Wave Marketing, The World is Still Round The Market is Already Flat.Gramedia. Indonesia
- Kotler, P., & Keller, K. L. (2012). Marketing Management, vol 14. New Jersey: Prentice Hall.
- Kazemi, A., Abadi, H. R. D. and Kabiry, N. (2013). Analyzing the Effect of Customer Equity on Repurchase Intentions. International Journal of Academic Research in Business and Social Sciences

- Li, Huaiqin & Jinhwan Hong. (2013). Factors Influencing Consumers Online Repurchasing Behavior: A Review and Research Agenda.
- Maxham, G., J., & Netemeyer, G., Richard. (2003). Firm Reap What They Sow: The Effect of Shared Values and Perceived Organizational Justice on Customers' Evaluation of Complaint Handling. *Journal of Marketing*.
- O'Cass, A. and Choy, E. (2008). Studying Chinese Generation Y Consumers' Involvement in Fashion Clothing and Perceived Brand Status. *Journal of Product & Brand Management*
- Robert East, Kathy Hammond and Wendy Lomax. (2008). *International Journal of Research in Marketing*, vol 25.
- Siahaan, S. M. (2011). Pengaruh Persepsi Nilai Konsumen Terhadap Perilaku Pembelian Private Label Carrefour Plaza Medan Fair. Working Paper: Universitas Sumatra Utara.
- Schiffman dan Kanuk. (2008). *Perilaku konsumen*. vol 7. Jakarta: Indeks
- Sandada, M. (2013). Strategic Planning and its Relationship with the Performance of Small and Medium sized enterprises in Gauteng. Unpublished Doctoral Dissertation. Vaal University of Technology, Johannesburg. South Africa
- Sumarwan, Ujang. (2003). *Perilaku Konsumen : Teori dan Penerapannya dalam Pemasaran*, Cetakan Pertama, Jakarta: Ghalia Indonesia
- Sumardy, Marlin Silviana, Melina Melone, (2011). *The Power of Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Sernovitz. (2009). *Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- www.kompas.com
- www.hypermart.co.id
- www.marketing.co.id