

## DAFTAR PUSTAKA

- Ali Hasan. 2008. Marketing. Media Utama, Yogyakarta.
- Alida Palilati, 2004. Pengaruh Nilai Pelanggan, Kepuasan terhadap Loyalitas Nasabah Tabungan Perbankan Di Sulawesi Selatan. Dosen Fakultas Ekonomi Universitas Haluoleo Kendari, Sulawesi Selatan Email: [alyda\\_palitati@yahoo.com](mailto:alyda_palitati@yahoo.com)
- Alma, Buchari. 2007. Manajemen pemasaran dan pemasaran jasa. Bandung : Alfabeta.
- Andreassen, Tor Wallin & Lindestad, Bodil. 1994. Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty For Customer With Varying Degrees of Service Expertise. *International Journal of Services Industry Management*, Vol. 9 No. 1, pp. 7-23.
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian Suatu Pendekatan dan Praktek*. Jakarta: Rineka Cipta.
- Boon, S., and Holmes, J. 1991, The dynamics of interpersonal trust: Resolving uncertainty in the face of risk. In *Cooperation and Prosocial Behavior*, R. Hinde, and J. Groebel, Eds. Cambridge University Press, Cambridge, UK., pp. 190-211
- Buttle, Francis. 2007. *Customer Relationship Management (Manajemen Hubungan Pelanggan)*. Bayumedia. Jakarta.
- Chen, Tser-Yieth, 1999, "Critical Succes Factors For Various Strategies in The Banking Industry", *International Journal of Bank Marketing*, Vol.17 No. 2
- Craven D. W., 2006, *Strategic Marketing*, 8<sup>th</sup> Edition, McGraw Hill, Boston.
- D.A. Garvin, 1990, *Kualitas Produk : Alat Strategi Yang Penting*, Free Press.
- Deng, X., Doll, W.J., Hendrickson, A.R. and Scazzero, J.A. (2005), "A multi-group analysis of structural invariance: an illustration using the technology acceptance model", *Information & Management*, Vol. 42, pp. 745-59.
- Dharmmesta, B.S. 1999. Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti. *Jurnal Ekonomi dan Bisnis Indonesia*. Vol 14 No.3, pp73-88.
- Eggert Andreas, Ulaga Wolfgang. (2002). Customer Perceived Value: a Subtitute for Satisfaction in Business Markets? *Journal of Business & Industrial Marketing*, 17 (2/3), 107-118
- Fandy, Tjiptono. 2008. *Pemasaran Jasa*. Malang : Penerbit Bayu Media Publishing

- Fornel, C and wernefelt, B 1992, “*Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis*” **Journal of Marketing Research**
- Garbarino, Ellen and Mark S. Johnson, 1999. The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, Vol. 63, pp. 70-87.
- Gaspersz, V. 2008. *Ekonomi Manajerial, Pembuatan Keputusan Bisnis*. Jakarta: Gramedia Pustaka Utama.
- Ghozali, Imam. 2007. *Aplikasi Analisis Multivariate dengan program SPSS*, Badan. Penerbit Universitas Diponegoro, Semarang.
- Gronholdt, Lars, Anne Martensen, and Kai Kristensen, 2000, *The Relationship Between Customer Satisfaction and Loyalty : Cross –Industry Defferences*, , Total Quality Management, Academic Research Library, Vol 11.
- Hair JR, Joseph F, et al, 2005, *Multivariate Data Analysis: Fifth Edition*, Prentice-Hall International, Inc., New Jersey.
- Han et al, 1998. “*Market Orientation, Innovativeness, Product Innovation and Performance in Small Firm*”. *Journal of Small Bussiness Management* Vol 42 NO.2. Program Magister Manajemen . Universitas Diponegoro.
- Hartman et al., 2006, *Managing Customer Loyalty in Liberalized Residential Energy Market:The impact of energy branding*, **Journal of Marketing Research**
- Hidayat, R. 2009. Pengaruh Kualitas layanan, Kualitas Produk, dan Nilai Nasabah Terhadap Kepuasan dan Loyalitas Bank Mandiri. *Jurnal Manajemen dan Kewirausahaan*. Vol. : 11, No.1.
- Homburg, Christian dan Giering, Annette, 2001. *Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty-An Empirical Analysis*, *Journal Psychology and Marketing*, Vol. 18 (1):43-66.
- Hurriyati, Ratih. 2005. *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung : Alfabeta.
- Husein Umar. 2009. *Metode Penelitian untuk Skripsi dan Tesis Bisnis Edisi Kedua*. Jakarta: Rajawali Press.
- Jacoby, J. and Kyner, David B. 1973. “Brand Loyalty Vs. Repeat Purchasing Behavior,” *Journal of Marketing Research*, 10:1-9.
- Jonathan, Sarwono. 2010. *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta. :Graha Ilmu.

- Jones, Thomas, and W. Earl Sasser, Jr., 1994, *Marketing*, Second edition, United States of America : Mc. Grow Hill Inc
- Kim, M. K., Park, M. C., & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunication Policy*, 28(2), 145–159.
- Kotler dan Keller, Kevin Lane, 2006, *Marketing Management*, 12<sup>th</sup> Edition, Pearson-Prentice Hall, New Jersey
- Kotler, Philip dan Armstrong, Gary. 1996. *Principle of Marketing*. Pearson Education Inc., New Jersey
- Kotler, Philip, 2007. *Manajemen Pemasaran*, Edisi Kedua Belas, Jilid 1 & 2., Jakarta : PT Indeks
- Kotler, Philip. 2006. *Manajemen Pemasaran*, Edisi Milenium, Jilid I, Jakarta: Erlangga
- Kotler, Philip. 2009. *Manajemen Pemasaran*. Jakarta : Erlangga
- Kuncoro, Mudrajad. 2003. *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta: Erlangga
- Lau, Geok Then and Sook Han Lee. 1999. Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*
- Liu J *et al.* 2011. The antioxidant and free-radical scavenging activities of extract and fractions from corn silk (*Zea mays* L.) and related flavone glycosides. *Food Chemistry* 126 : 261–269.
- Lovelock, Christopher H. & Wriugh, Lauren K. 2006. *Manajemen Pemasaran Jasa*. Jakarta : PT. Macana Jaya Cemerlang
- Maharsi, Sri dan Fenny. (2006). Analisa Faktor-Faktor Yang Mempengaruhi Kepercayaan Dan Pengaruh Kepercayaan Terhadap Loyalitas Pengguna Internet Banking Di Surabaya. *Jurnal Akuntansi dan Keuangan*, Vol 8, No 1. pp35-51. Universitas Kristen Petra, Surabaya
- Maharsi, Sri dan Fenny. 2006. Analisa Faktor-Faktor Yang Mempengaruhi Kepercayaan Dan Pengaruh Kepercayaan Terhadap Loyalitas Pengguna Internet Banking Di Surabaya. *Jurnal Akuntansi dan Keuangan*, Vol 8, No 1. pp35-51.
- Morgan, Robert M. & Shelby D. Hunt (1994), The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*, July. p. 20-38
- Mowen, JC dn Minor, M. 1998. *Consumer Behavior Fifth Edition*. New Jersey : Prentice-Hall
- Mowen, John C., dan Minor, Michael, 2002. *Consumer Behavior*. 5<sup>th</sup> Edition, Upper Saddle River, Prentice Hall, Inc., New Jersey

- Mushanto, Trisno. 2004. Faktor-Faktor Kepuasan Pelanggan dan Loyalitas Pelanggan: Studi Kasus Pada CV. Sarana Media Advertising Surabaya. Jurusan Ekonomi Manajemen, Fakultas Ekonomi-Universitas Kristen Petra. <http://puslit.petra.ac.id/journals/management>. Jurnal Manajemen & Kewirausahaan. Vol. 6, No. 2, September 2004: 123 – 136.
- Nazir, M. 2003. Metode Penelitian. Galia Indonesia. Jakarta
- Narver & Slater, 2005, “*Market Orientation and the Learning Organization*”, Journal Marketing, Vol 59. NO. 3
- Naser Kamal, Jama Ahmad I and Khatib Khalid Al, 1999, Islamic Banking: A Study Of Costumer Satisfaction And Preference In Jordan, *International Journal of Bank Marketing*, Vol. 17 No. 3, MCB University Press 0265-2322.
- Nugroho J. Setiadi, 2002. Perilaku Konsumen, Edisi 1. Prenada Media, Bogor.
- Nugroho J. Setiadi. 2003. Perilaku Konsumen. Jakarta : Prenada
- Oliver R. L. 1997. *Measurement and Evaluation of Satisfaction Process in Retail Setting*. Journal of Retailing. 57. pp. 25-48.
- Rangkuti, Freddy. 2006. *Measuring Customer satisfaction*. PT. Gramedia Pustaka Utama, Jakarta.
- Reeves, Carol A; Bednar, David A (1994), “*Defining Quality: Alternatives and Implications*,” Academy of Management Review, Vol.19, No 3
- Riyanti, H. 2006. *Upaya Meningkatkan Kualitas Layanan yang Berkelanjutan*. Gramedia Pustaka Utama. Jakarta.
- Robbins, Stephen B. 2003. *Organizational Behavior: Concepts, Controversies, Applications, 7<sup>th</sup> Ed. Englewood Cliffs. New Jersey: Prantice-Hall, Inc.* Alih Bahasa : Jusuf Udaya.
- Robbins, Stephen P. 2006. Perilaku Organisasi. Edisi kesepuluh. Jakarta: PT Indeks Kelompok Gramedia.
- Sarwono, Jonathan. 2010. Analisis Jalur untuk Riset Bisnis. Yogyakarta : Andi
- Sekaran, U. 2003. Metode Penelitian Untuk Bisnis 1. (4th Ed). Jakarta: Salemba Empat
- Selnes, Fred, 2003,” *An Examination of the Effect of Product Performance On Brand Reputation, Satisfaction and Loyalty*, *European Journal of Marketing*, Vol.27,No.9.
- Shamdasani, P. N. & Balakrishnan, A. A. 2000. Determinants of relationship quality and loyalty in personalized services, *Asia Pacific Journal of Management*, 17, pp 399-422.

- Singh, J. and Sirdeshmukh, D. 2000. Agency and trust mechanisms in consumer satisfaction and loyalty judgements. *Journal of Marketing Science*. 28 (1), Pp. 150-67.
- Slater, S.F. & Narver, 2005, “*Marketing Orientation and Organizational Learning*”, *Journal of Marketing*, Vol.58, 63-74
- Smith, E.R. and Wright, W.F. 2004, “*Determinants of customer loyalty and financial performance*”, *Journal of Management Accounting Research*, Vol. 16, pp. 3-21.
- Stang MI Kuhlozer B, Besenfelder U, Brem G. 1999. Repeated endoscopic ovum pick-up in sheep. *777eriogenol52:709-716*.
- Subiyanto, I. 2000. *Metodologi Penelitian*. UPP AMP YKPN, Yogyakarta.
- Suhardi, Gunarto. 2006. Faktor-faktor yang Mempengaruhi Kepercayaan dan Loyalitas Nasabah Perbankan di Surabaya. *Jurnal Kinerja*, Volume 10, No.1, Th. 2006, pp 50 - 56. Universitas Atma Jaya Yogyakarta
- Tjiptono, Fandi 2008, *Service Management: Mewujudkan Layanan Prima*, Andi ; Yogyakarta
- Tjiptono, Fandy. 2003. *Pemasaran Jasa*. Malang: Bayumedia.
- Tjiptono, Fandy. 2008. *Strategi Pemasaran Edisi Ke III*. Yogyakarta: Andy.
- Utami, Christina Whidya. 2006. *Manajemen Ritel: Strategi dan Implementasi Ritel Modern*. Penerbit Salemba Empat, Jakarta
- Verhoef, P. (2003), “Understanding the effect of customer relationship management efforts on customer retention and customer share development”, *Journal of Marketing*, Vol. 67 October, pp. 30-45.
- Yee et al. 2010, “*An empirical study of employee loyalty, service quality and firm performance in the service industry*”, ”. *Journal of Small Bussiness Management*.
- Zeithaml, Valarie A., Mary Jo Bitner & Dwayne D. Gremler. 2009. *Services Marketing – Integrating Customer Focus Across The Firm 5<sup>th</sup> Edition*. McGraw-Hill: New York
- Zulganef., 2002, *Hubungan Antara Sikap Terhadap Bukti Fisik, Proses dan Karyawan Dengan Kualitas Keterhubungan Serta Perannya dalam Menimbulkan Niat Ulang Membeli dan Loyalitas*, *Jurnal Riset Ekonomi dan Manajemen*, Vol 2 No 3