

Bibliography

- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Mark. Sci.* , 125-143.
- Anderson, H., & Jacobsen, P. N. (2000). Creating Loyalty: Its Strategic Importance in Your Customer Strategy. In S. A. Brown (ed.). *Customer Relationship Management* , 55-67.
- armstong, & kottler. (1996). *marketing: an introduction*.
- Bitner, M., & Hubbert, A. (1994). Encounter satisfaction versus overall satisfaction versus quality: the customer's voice. *Service Quality: New Directions in Theory and Practice* , 72-94.
- Bolton, L., Warlop, L., & Alba, J. (2003). Consumer perceptions of price (un)fairness. *Journal of Consumer Research*, , Vol. 29, 474-91.
- Bowen, J. T., & Chen, S. L. (2001). The Relationship between Customer Loyalty and Customer Satisfaction. *International Journal of Contemporary Hospitality Management* , 213-217.
- choy, D., & prizzia, R. (2010). *environmental consumerism and the role of the hybrid auto in hawaii*. international management review.
- Clarke, K. (2001). What Price on Loyalty When a Brand Switch is Just a Click Away? *Qualitative Market Research: An International Journal*, , 160-168.
- Darmadi, D. (2001). *Strategi Menaklukan pasar*. Jakarta: Gramedia Pustaka Utama.
- Durianto, D. S. (2004). *Strategi menaklukan pasar riset ekuitas dan perilaku Merk*. Jakarta: PT. Gramedia Pustaka Utama.
- Durianto, D. S. (2004). *Strategi menaklukan pasar riset ekuitas dan perilaku Merk*. jakarta: PT. Gramedia Pustaka Utama.
- Evans, J. R., & Lindsay, W. M. (1996). *The Management and Control of Quality*. 3rd ed. St. Paul: West Publishing Company.
- Ferdinand, A. (2002). *Structural equation modeling dalam penelitian manajemen: Aplikasi model-model rumit dalam penelitian untuk tesis magister dan disertasi doctor*. Semarang: Badan penerbit UNDIP.
- Fornell, C. (1992). A national customer satisfaction barometer: the Swedish experience. *J. Mark* , 6-21.

- Fornell, C., Johnson, M., Anderson, E., Cha, J., & Bryant, B. (1996). The American customer satisfaction index: nature, purpose and findings. *Journal of marketing*, 7-18.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (Vol. 7). New Jersey: Pearson Prentice Hall.
- Hansemark, O. C., & Albinson, M. (2004). Customer Satisfaction and Retention: The Experiences of Individual Employees. *Managing Service Quality*, 40-57.
- Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 49-58.
- Hill, N., & Alexander, J. (1996). *The hand book of customer satisfaction and loyalty measurement*.
- Kandampully, J., & Duffy, R. (1999). Competitive Advantage through Anticipation, Innovation and Relationships. *Management Decision*, 51-56.
- Kotler, P., & Armstrong, G. (2001). *Principles of Marketing ninth Edition*. New Jersey: Prentice Hall Int.
- Kotler, P., & Armstrong, G. (2010). *Principle of Marketing Thirteenth Edition*. New York: Pearson.
- Kuncoro, M. (2003). *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
- Malhotra, M. K. (1996). *Marketing Research on Applied Orientation*, 2nd. New York: Prentice Hall International.
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan. *International Journal of Business and Social Science*, 268.
- Oliver, R. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Boston, MA.: McGraw-Hill.
- Sekaran, U. (2003). *Research Methods For Business*. Southern Illinois: ohn Wiley & Sons. Inc.
- Voss, G., Parasuraman, A., & Grewal, D. (1998). The role of price, performance and expectations in determining satisfaction in service exchanges. *Journal of marketing*, 46-61.

Zulkifli, B. (2011, Mei thursday, 24). *kompas OTOMOTIF*. Retrieved june 5, 2013, from merek jepang kuasai 96 persen pasar indonesia:
<http://otomotif.kompas.com/>