

## DAFTAR PUSTAKA

- Andaleeb, S, S., Conway, C., (2006). *“Customer Satisfaction in Management”*. Unpublishing, University of Florida.
- Arikunto, S. (2002). *“Prosedur Penelitian Suatu Pendekatan Praktek”*. Jakarta : Asdi, Mahasatya
- Anderson, Gordon, C, (1994). *“Managing Performance Appraisal System”* . Blackwell Publisher, New York
- Barnes, James, G, (2003). *“Secret Of Customer Relationship Management”*. Menara dua, Jakarta
- Berry, Leonard, (1988). *“A. Multiple-Item Scale for Measuring Consumer Perception of Service Quality”*. McGraw Hill Book Company, Singapore
- Baker, K, R, (1987). *“Manufaktur dan Jasa”*., Bumi Aksara, Jakarta
- Bloemer, Jose., Kasper, Hans, (1999). *“Evaluating Service Encounter”*. Widyatama Repository. Yogyakarta
- Clark dan Wood, (1999). *“Consumer Loyalty In Restaurant Industry :A Preliminary Exploration”*. London, Kokula Krishna
- Dita, Amanah, (2010) *“Cita Rasa Kita”*. Universitas Negeri Meda, Anonim
- Delgado, Elena., Munuera, Aleman, (2001) *“Brand Trust in Context Of Consumer Loyalty”*. *European Journal of Marketing*, London.
- Engel, J, F., Blackwell, R, D. (2005). *“Perilaku Konsumen : jilid 4”*, Salemba Empat, Jakarta.
- Fornell., Wernerfleet, (1996). *“Defensive Marketing Strategy By Customer” Fourth Edition*, Salemba empat, Jakarta.
- Fen, Yap Seauw., Lian, Kew Mei, (2006), *“Service Quality”*, Pearson Prentice Hall, New York.
- Ferdinand, (2002). *“Metode Penelitian Manajemen : Pedoman Penelitian Skripsi, Tesis, dan Disertasi Ilmu Manajemen”*. Semarang
- Ferdinand, (2006). *“Metode Penelitian Manajemen”*. Universitas Diponegoro
- Goetsch., Davis, (2010). *“Manajemen Mutu Terpadu : Total Quality Management 2”*. Ghalia Indonesia, Bogor.
- Huriyati, Ratih., (2005). *“Bauran Pemasaran dan Loyalitas Konsumen”*. Alfabeta, Bandung
- Hartono, Jogiyanto, (2011). *“Metode Penelitian Bisnis”* Alfabeta, Bandung
- Hair, et al, (2006). *“Structural Equitional Model”*. Englewood Cliff, NJ Prentise, California

- Johnson, M, D., Fornell, Wernerfleet., (1991). “*A Framework For Comparing Customer Satisfaction Across Individual*”. *Electronic Books*.
- Kotler, Phillip., Amstrong, Gary., (2012). “Prinsip-Prinsip Pemasaran : Edisi 13, Metode Penelitian Untuk Bisnis”. PT. Indeks, Jakarta
- Kim, Wo Gon, et al, (2006). “*Multi Stage Marketing*”. *Daskaloupoulou, I*.
- Kotler, Phillip, (2005). “Manajemen Pemasaran : jilid 1”., PT. Indeks, Jakarta
- Kotler, Phillip., Amstrong, Gary., (2010). “Prinsip-Prinsip Pemasaran : Edisi 10, Metode Penelitian Untuk Bisnis”. PT. Indeks, Jakarta
- Lau, Geok Then., Lee, Sook Han, (1999). “*Consumer Trust In a Brand*”. Salemba Empat, Jakarta
- Lupiyoadi, Rambat., (2006). “Manajemen Pemasaran Berbasis Kompetensi : jilid 1”, Salemba Empat, Jakarta.
- Margareta, Farah, (2011), “Manajemen Keuangan Untuk Manajer Non Keuangan”. Literatur, Jakarta
- Margono, S, (2010). “Metode Penelitian Pendidikan”, Rineka Cipta, Jakarta
- Syamrilaode, (2011). “Pengaruh Kualitas Pelaporan Keuangan”. Erlangga, Jakarta
- Sekaran, (2006). “Metode Penelitian Untuk Bisnis : jilid 2”. Salemba Empat, Jakarta.
- Sukmadinata, Saodih, (2011). “Psikologi Pendidikan Dengan Pendekatan Baru”. PT. Remaja Rosdakarya, Bandung
- Sugiyono, (2010). “Metode Penelitian Pendidikan, Pendekatan Kuantitatif dan kualitatif”. Alfabeta, Bandung
- Soriano, D, R, (2002). “*Customer Expectation InRestaurant Spain*”. *International Journal Of Quality Management*, Spanyol.
- Tjiptono, (2001). “Pemasaran Jasa : edisi 1” . Bayumedia Publishing, Yogyakarta
- Tjiptono, (2007). “*Total Quality Management*”. ANDI, Yogyakarta
- Tjiptono, (2005). “Strategi Pemasaran : edisi 3”. ANDI, Yogyakarta
- Zeithaml, Leonard, (1999). “*Delivering Quality Service*”. Salemba Empat, Jakarta

<https://www.bps.go.id/>

<https://www.wikipedia.org/>

<https://www.liputan6.com/>

<http://www.kfcku.com/>