

DAFTAR PUSTAKA

- Aderemi S.A. (2003). *Marketing Principles and Practice*. Mushin: concept Publication Limited.
- Arikunto, S. (2002). Prosedur Penelitian, Suatu Pendekatan Praktek. Jakarta: PT Rineka Cipta.
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291-295.
- Bloemer, J. & Odekerken-Schröder, G. (2002). Store satisfaction and store loyalty explained by customer- and store-related factors. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15, 68-80.
- Babakus, E., Cravens, D.W., Johnston, M. and Moncrief, W.C. (1999). The role of emotional exhaustion in sales force attitude and behavior relationships. *Journal of the Academy of Marketing Science*. Vol. 27 No. 1, pp. 58-70.
- Baker, J., M., J., M., Norman & W., L., Bland. (1992). Field-scale application of flux measurement by conditional sampling. *Agric For Meteorol*. 62, 31-52.
- Baker, D.A & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, Vol 27 (3), 785-804.
- Briesch, R. A., P. K. Chintagunta, E. J. Fox. (2009). How does assortment affect grocery store choice?. *Journal of Marketing Res*. 46 (2), 176–189.
- Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. *Journal of strategic marketing*, 6, 241-254.
- Coelho do Vale et al. (2016). *The impact of private labels on consumer store loyalty: An integrative perspective*. Journal of Retailing and Consumer Services. 179-188.

- Dunne, Patrick, M., Lusch, Robert & Carver, James. (2005). *Retailing*. 5th Edition. Boston: Cengage Learning.
- Dunne, Patrick, M., Lusch, Robert & Carver, James. (2011). *Retailing*. International Edition 8e. Boston: Cengage Learning.
- Engel, J. F., Blackwell, R. D., & Miniard, P.W. (1995). Consumer Behavior. 8th Edition. Orlando: The Dryden Press.
- Ferdinand, Augusty. (2002). Structural Equation Modelling dalam Penelitian Manajemen. Semarang: FE UNDIP.
- Gilbert David (2003), Retail Marketing Management, 2nd Edition. New Jersey: Pearson Education.
- Hair, et al. (2006). *Multivariate Data Analysis*. 6th Edition. New Jersey: Pearson Education.
- Harper, Douglas. (2001). *Online Etymology Dictionary*. Diunduh pada 18 April 2016 dari World Wide Web: <http://www.etymonline.com/index.php?term=retail>.
- Higgin, E.T. (2006). *How Regulatory Fit Creates Value*. Social Psychology and Economics. New York: Guilford.
- Kahn, W.A. (1990). *Psychological conditions of personal engagement and disengagement at work*. Academy of Management Journal, Vol 33, 692-724.
- Katz, E. & Lazarsfeld, P.F. (1955). *Personal influence: the part played by people in the flow of mass*. New York: The Free Press.
- Kincaid, J. (2003). *Customer Relationship Management: getting it right*. London: Prentice Hall Professional.
- Kivetz, R., & Simonson, I. (2002). Earning the right to indulge: Effort as determinant of customer preferences toward frequency program rewards. *Journal of Marketing Research*, 39, 155-170.

Kotler, Philip & Gary Armstrong. (2012). *Principle of Marketing*. 13th Edition. Boston: Pearson Prentice Hall.

Kotler, Philip & Keller, Kevin. (2006). *Marketing management*. 12th edition. New York: Prentice Hall.

Kotler, Philip & Keller, Kevin. (2007). *Marketing Management*. 13th Edition. New York: Prentice Hall.

Krasonikolakis, I. G., Vrechopoulos, A., & Pouloudi, A. (2011). Defining, Applying and Customizing Store Atmosphere in Virtual Reality Commerce: Back to Basics?. *International Journal of E-Services and Mobile Applications*, Vol. 3, No. 2, 14pgs.

L. L. Berry, K. Seiders, & D. Grewal. (2002). Understanding service convenience. *Journal of marketing*, vol. 66, 1-17.

Lam, Shun Yin., Venkatesh Shankar., M. Krishna Erramilli., and., Bvsan Murthy. (2004). Customer Value, Satisfaction Loyalty, and Switching Costs; an Illustration From a Business-To Business Service Context. *Journal of The Academy of Marketing Science*, Vol.32, p.293-311.

Lembaran Negara. (2007). Peraturan Presiden Republik Indonesia Nomor 112 Tahun 2007 Tentang Penataan dan Pembinaan Pasar Tradisional dan Toko Modern yang Ada di Indonesia. Jakarta.

Levy, Michael & Barton Weitz. (1992). *Retailing Management*. 2nd Edition. New York: McGraw-Hill.

Loudon, D. L. & Bitta, A. J. D. (1993). Consumer behavior, Concepts and Applications. 4th Edition. Singapore: McGraw-Hill.

Masayoshi Maruyama , Lihui Wu. (2014). The relevance of retailer country-of-origin to consumer store choice: evidence from China. *International Marketing Review*, Vol. 31 Iss: 5, 462 – 476.

Oliver, Richard L. (1997). *Satisfaction: A Behavioural Perspective on the Consumer*. New York: McGraw Hill.

Palli, J. & Mamilla, R. (2012). Students' Opinions of Service Quality in the Field of Higher Education. *Creative Education*, 3, 430-438.

Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1998). SERVQUAL: *A multiple-item scale for measuring consumer perceptions of service quality*. Journal of Retailing. Vol. 64, No.1, 12 - 40.

Puriwat, Wilert & Tripopsakul, Suchart. (2014). The investigation of the Influence of Service Quality toward Customer Engagement in Service Dominant Industries in Thailand. IPEDR Journal, Vol. 82, 42-49.

Ray, Ipsita Ray & L., Chiagouris (2009). Customer Retention: Examining the Roles of Store Affect and Store Loyalty as Mediators in the Management of Retail Strategies. *Journal of Strategic Marketing*, 17, 1–20.

Reichheld, F.F. & Sasser, Jr., W.E. (1990). *Zero defections. Quality comes to services*. Harvard Business Review, 68(5), 105-111.

Sashi, C., M. (2012). *Customer engagement, buyer-seller relationships, and social media*. Management Decision, Vol. 50 Iss: 2, pp.253 – 272.

Sawhney, M., Verona, G. & Prandelli, E. (2005). Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation. *Journal of Interactive Marketing*. 19, 4-17.

Schaufeli, W. B., Martínez, I., Marques-Pinto, A., Salanova, M., & Bakker, A. B. (2002). *Burnout and engagement in university students: A cross national study*. Journal of Cross-Cultural Psychology, 33, 464-481.

Sedley, Richard. (2010). *4th Annual Online Customer Engagement Report 2010*. Diunduh pada 20 April 2016 dari World Wide Web: <http://issuu.com/richardsedley/docs/customer-engagement-report2010/>.

- Sinaga, P. (2004). *Makalah Modern vs Pasar Tradisional*. Kementerian Koperasi dan UKM. Jakarta: Tidak Diterbitkan.
- Soliha, Euis. (2008). *Analisis Industri Ritel di Indonesia. Jurnal Bisnis dan Ekonomi (JBE)*. 15, 1-15.
- Söderlund, Magnus. (1998). Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. *International Journal of Service Industry Management*, Vol. 9 Iss: 2, 169 – 188.
- Stanton, R. & Wallace, N. (1998). Mortgage Choice: What's the Point?. *Real Estate Economics*, 26: 173–205.
- Stokes, Robert J., Macaskill, A., Lundahl, P. Johan., Smith, W. Ewen., Faulds, K. & Graham, D. (2007). Quantitative Enhanced Raman Scattering of Labeled DNA from Gold and Silver Nanoparticles. *Small*, 3: 1593–1601.
- Sugiyono. (2002). Metode Penelitian Administrasi. Bandung: CV Alfabeta.
- Tambunan, Tulus, T.H. (2002). *Usaha Kecil dan Menengah di Indonesia Beberapa Isu Penting*. Jakarta: PT Salemba Empat.
- Utomo, Tri Joko. (2011). *Persaingan Bisnis Ritel: Tradisional vs Modern*. Fokus Ekonomi. Vol.6, No.1 Juni 2011: 122.
- Van Doorn, J., Lemon, K.E., Mittal, V., Naß, S., Pick, D., Pirner, P. & Verhoef, P.C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*. 13 (3), 253-266.
- Willems, Hans. (2011). *Transitioning into A Blueconomy*. White Paper Customer Driven Online Engagement.

Winder, R. E. and Judd, D.K., (1996). Organizational orienteering: Linking Deming, Covey, and Senge in an Integrated Five Dimension Quality Model. American Society for Quality.

<https://alfamartku.co.id/>

<http://corporate.alfamartku.com/>

<http://www.plasafranchise.com/brands/240-alfamart.html>

<http://www.property.kompas.com/>