

DAFTAR PUSTAKA

- Assael, H. (2004). A demographic and psychographic profile of heavy internet users and users by type of internet usage. *J. Advert. Res 45 (1)*, 93-123.
- Assauri, Sofjan. (2003). Customer Service yang Baik Landasan Pencapaian Customer Satisfaction Dalam Usahawan, No.01.Tahun XXXII, Januari, hal.25-30, Jakarta.
- Aydin, S. dan Ozer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *Eur. J. Mark 39 (7/8)*, 910-925.
- Bloemer dan J. Kasper. (1995). "The complex relationship between consumer satisfaction and brand loyalty". *Journal of Economic Psychology*, 16(2):19-24.
- Caruana, A. dan Ewing, M.T. (2010). How corporate reputation, quality, and value influence online loyalty. *J. Bus. Res 63*, 1103-1110.
- Chaudhuri, A. dan Holbrook M.B. (2001). The Chains of Effect from Brand Trust and Brand Effect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing Vol. 65*, 81-93.
- Cheng, Shih-I. (2011). Comparisons of Competing Models between Attitudinal Loyalty and Behavioral Loyalty. *International Journal of Business and Social Science Vol. 2 No. 10*, 149-166.
- Egan, jhon.(2001). Relationship Marketing : Exploring Relational Strategies in Marketing, England : Pearson Educated Limited.
- Ganguli, S. dan Roy, S.K. (2010). Service quality dimensions of hybrid services. *Manag. Serv. Qual. 20 (5)*, 404-424.
- Gozhali, I. (2004). *Model persamaan structural: konsep dan aplikasi dengan program AMOS Ver. 5.0*. BP Universitas Diponegoro, Semarang.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., dan Tatham, R.L. (2006). *Multivariate data analysis 6th edition*. New Jersey: Pearson Prentice Hall.
- Hsieh, P. (2013). Perceived opportunism (PO) in e-return service encounters. *Manag. Serv. Qual. 23 (2)*, 96-110.

- Jacoby, J. dan Kyner, D.B. (1973). Brand loyalty and repeat purchasing behavior. *Journal of Market Research* 10, 1-9.
- Jaiswal, A.K., Niraj, R., dan Venugopal, P. (2010). Context-general and context-specific determinants of online satisfaction and loyalty for commerce and content sites. *J. Serv. Mark* 24, 222-238.
- Jogiyanto. (2008). Metodologi Penelitian Sistem Informasi. CV Andi Offset. Yogyakarta
- Kotler, Philip dan Armstrong, Gary. (2010). *Principles of Marketing 13th Edition*. New Jersey: Pearson Prentice Hall.
- Lai, F., Griffin, M., dan Babin, B. (2009). How quality, value, image, and satisfaction create loyalty at Chinese telecom. *J. Bus. Res.* 62, 980-986.
- Limbu, Y.B., Wolf, M., dan Lunsford, D.L. (2011). Consumer's perceptions of online ethics and its effect on satisfaction and loyalty. *J. Res. Interact. Mark.* 5 (1), 71-89.
- Miranda-Gumucio, L., Gil-Pechuan, I., dan Palacios-Marques., D. (2012). *An axplanatory study of the determinants of switching and loyalty in prepaid cell phone users. An application of concept mapping*, Springer Verlag, Berlin
- Oliver, R.L., 1999. Whence Consumer Loyalty, *Journal of Marketing*, Vol. 63, pp. 33-44.
- Parasuraman, A., Zeithaml, V.A., dan Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *J. Mark. Manag* Vol. 49 No. 1, 41-50.
- Quach, Thu N., Thaichon, P., dan Jebarajakirthy C. (2015). Internet service provider's service quality and its effect on customer loyalty of different usage pattern. *Journal of Retailing and Consumer Services* Vol. 29, 104-113.
- Roca, J., Garcia, J., dan Vega, J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Inf. Manag. Comput. Secur.* 17 (2), 96-113.
- Rod, M. dan Ashill, N.J. (2013). The impact of call centre stressors on inbound and outbound call-centre agent burnout. *Manag. Serv. Qual.* 23 (3), 245-264.

- Santouridis, I. dan Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *Total Qual. Manag. J.* 22 (3), 330-343.
- Sekaran, U. (1992). *Research methods for business, a skill-building approach 2nd edition*. John Wiley & Sons, Inc. Canada.
- Seo, D., Ranganathan, C., dan Babad, Y. (2008). Two-level model of customer retention in the US mobile telecommunications service market. *Telecommun. Policy* 32, 182-196.
- Soelasih, Yasinta. (2003). Analisis Kepuasan Konsumen terhadap Kualitas Pelayanan Hotel X di Jakarta. *Jurnal Ekonomi dan Bisnis*, Volume 4 No.2 , Unika Atma Jaya Jakarta.
- Stokes, Jones. (2007). *How to do media and cultural studies: panduan untuk melaksanakan penelitian dalam kajian media dan budaya*. Jogjakarta: Bentang Pustaka.
- Sugiyono. (2002). *Statistika untuk penelitian*. Bandung: Alfabeta.
- Thaichon, P., Lobo, A., Prentice, C., dan Quach, T.N. (2014). The development of service quality dimensions for internet service providers: retaining customers of different usage patterns. *J. Retail. Consum. Serv.* 21 (6), 1047-1058.
- Toufaily, E., Richard, L., dan Perrien, J. (2013). Customer loyalty to a commercial website: descriptive meta-analysis of the empirical literature and proposal of an integrative model. *J. Bus. Res* 66, 1436-1447.
- Wang, Y., Lo, H., dan Yang, Y. (2004). An integrated framework for service quality, customer value, satisfaction: evidence from China's telecommunication industry, *Inf. Syst. Front* 6 (4), 325-340.
- Wijanarko, Bambang. (2011). Pengaruh service quality pada customer loyalty yang dimediasi oleh corporate image, customer satisfaction, dan trust. Fakultas ekonomi Universitas Sebelas Maret Surakarta.
- Wolfinbarge, M. dan Gilly, C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *J. Retail* 79 (3), 183-198.

Zeithaml, V.A., Berry, L.L., dan Parasuraman, A. (1996). The behavioral consequences of service quality, *J. Mark.* 60 (2), 31-46.

<http://www.pattascomputer.org/sejarah-perkembangan-internet-di-indonesia/>,

diakses pada tanggal 10 Maret 2016

[http:// www.academia.edu/](http://www.academia.edu/), diakses tanggal 10 Maret 2016

<http://www.datacon.co.id/>, diakses tanggal 10 Maret 2016

<http://www.berlanggananfirstmedia.com/>, diakses tanggal 10 Maret 2016

<http://www.firstmedia.co.id/press-release/>, diunduh pada tanggal 17 Juli 2016

<http://www.firstmedia.com/about/firstmedia/>, diunduh pada tanggal 17 Juli 2016

<http://firstmedia.com/ro/subscribe/x1-combo-hd/>, diunduh pada tanggal 17 Juli 2016

<http://www.indotelko.com/>, diunduh pada tanggal 20 Juli 2016

<http://www.firstmedia.com/about/milestone/>, diunduh pada tanggal 21 Juli 2016

<http://firstmedia.com/page/bank-mandiri-promo-berlangganan-first-media-hemat-30persen/>, diunduh pada tanggal 13 Agustus 2016

<http://www.firstmedia.com/article/internet-speed-di-indonesia-tembus-100-Mbps/>,
diunduh pada tanggal 13 Agustus 2016

<http://www.firstmediaindonesia.com/2016/05/alasan-pilih-internet-first-media.html/>,
diunduh pada tanggal 13 Agustus 2016

<http://firstmedia.com/contact/>, diunduh pada tanggal 13 Agustus 2016 Fakultas
ekonomi Universitas Sebelas Maret Surakarta.