

DAFTAR PUSTAKA

- Almodóvar, P. (2012). The international performance of standardizing and customizing Spanish firms: The M curve relationships. *Multinational Business Review*, 20(4), 306–330. <https://doi.org/10.1108/15253831211286246>
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>
- Basuki. (2006). Analisis Data Penelitian Dengan Statistik. *Pengantar Kebijakan Publik*, 7581(681), 87. <https://doi.org/10.1093/geronb/51B.4.P234>
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis - A case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623–636. <https://doi.org/10.1016/j.tourman.2003.06.004>
- Blut, M., Frennea, C. M., Mittal, V., & Mothersbaugh, D. L. (2015). How procedural, financial and relational switching costs affect customer satisfaction, repurchase intentions, and repurchase behavior: A metaanalysis. *International Journal of Research in Marketing*, 32(2), 226–229. <https://doi.org/10.1016/j.ijresmar.2015.01.001>
- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Castro, & Armario. (2000). Desarrollo del marketing relacional en España. *Marketing Relationship*, 9(3), 25–46.
- Chen, S. C. (2012). The customer satisfaction-loyalty relation in an interactive eservice setting: The mediators. *Journal of Retailing and Consumer Services*, 19(2), 202–210. <https://doi.org/10.1016/j.jretconser.2012.01.001>
- Coelho, P. S., & Henseler, J. (2012). Creating customer loyalty through service customization. *European Journal of Marketing*, 46(3-4), 331–356. <https://doi.org/10.1108/03090561211202503>
- de Keyser, A., & Lariviere, B. (2014). How technical and functional service quality drive consumer happiness: Moderating influences of channel usage. *Journal of Service Management*, 25(1), 30–48. <https://doi.org/10.1108/JOSM-04-2013-0109>

- Ding, Y., & Keh, H. T. (2016). A re-examination of service standardization versus customization from the consumer's perspective. *Journal of Services Marketing*, 30(1), 16–28. <https://doi.org/10.1108/JSM-02-2015-0088>
- Ferdinand, A. (2006). Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan disertai Ilmu Manajemen. In *Semarang: Universitas Diponegoro*.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18. <https://doi.org/10.2307/1251898>
- Ghozali, I. (2011). Moderated Structural Equation Modeling. In *Model persamaan struktural. Konsep dan aplikasi dengan program AMOS 19.0* (pp. 180–183).
- Gronroos, C. (1984). A Service Quality Model and its Marketing Implications. In *European Journal of Marketing* (Vol. 18). <https://doi.org/10.1108/EUM000000004784>
- Gronroos, C. (1988). Service quality: The six criteria of good perceived service quality. *Review of Business*, 9(3), 10–13.
- Gronroos, C. (1990). Relationship approach to marketing in service contexts: The marketing and organizational behavior interface. *Journal of Business Research*, 20(1), 3–11. [https://doi.org/10.1016/0148-2963\(90\)90037-E](https://doi.org/10.1016/0148-2963(90)90037-E)
- Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*. doi:10.1108/EUM000000004784
 Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, Vol. 18, pp. 36–44. <https://doi.org/10.1108/EUM000000004784>
- Indonesiayp (2019). *Percetakan In Semarang Indonesia*. Dikutip 2 November 2019: <http://id.indonesiayp.com/category/Percetakan/city:Semarang>
- Indoprinting (2018). *Indoprinting Online*. Dikutip 2 November 2019: <https://www.indoprinting.co.id/>
- Istijanto, M. (2013). Riset Sumber Daya Manusia. In *PT. Gramedia Pustaka Tama* (p. 287).
- Jin, L., He, Y., & Song, H. (2012). Service customization: To upgrade or to downgrade? An investigation of how option framing affects tourists' choice of package-tour services. *Tourism Management*, 33(2), 266–275. <https://doi.org/10.1016/j.tourman.2011.03.005>

- Jones, C., Thompson, P., & Nickson, D. (1998). Not part of the family? the limits to managing the corporate way in international hotel chains. *International Journal of Human Resource Management*, 9(6). <https://doi.org/10.1080/095851998340748>
- Joreskog, K., & Sorbom, D. (1986). LISREL VI: Analysis of Linear Structural Relationships by Maximum Likelihood, Instrumental Variables, and Least Squares Methods. In *Analysis*.
- Juran, J. M. (1988). *Juran on planning for quality*. New York: Free Press.
- Kang, G. Du, & James, J. (2004). Service quality dimensions: An examination of Grönroos's service quality model. *Managing Service Quality: An International Journal*, 14(4), 266–277. <https://doi.org/10.1108/09604520410546806>
- Kasiri, L. A., & Mansori, S. (2016). Standardization, customization, and customer loyalty in service industry. *Journal of Marketing Analytics*, 4(2-3), 66–76. <https://doi.org/10.1057/s41270-016-0002-2>
- Kasiri, L. A., Guan Cheng, K. T., Sambasivan, M., & Sidin, S. M. (2017a). Integration of standardization and customization: Impact on service quality, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services*, 35, 91–97. <https://doi.org/10.1016/j.jretconser.2016.11.007>
- Kotler dan Keller. (2017). *Manajemen Pemasaran*, Edisi 12, Jilid 1, PT. Indeks., Jakarta. In *e – Jurnal Riset Manajemen* (Vol. 000).
- Krol, M., Brouwer, W., & Rutten, F. (2013). Productivity costs in economic evaluations: Past, present, future. *PharmacoEconomics*, Vol. 31, pp. 537–549. <https://doi.org/10.1007/s40273-013-0056-3>
- Kumar, V., Pozza, I. D., & Ganesh, J. (2013). Revisiting the satisfaction-loyalty relationship: Empirical generalizations and directions for future research. *Journal of Retailing*, 89(3), 246–262. <https://doi.org/10.1016/j.jretai.2013.02.001>
- Lee, H. S. (2013). Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty. *Asian Social Science*, 9(2), 1–11. <https://doi.org/10.5539/ass.v9n2p1>
- Lehtinen, Uolevi and Lehtinen, J. R. (1991). Two Approaches to Service Quality Dimensions. *The Service Industries Journal*, 11(3), 287–303.

- Lundahl, N., Vegholm, F., & Silver, L. (2009). Technical and functional determinants of customer satisfaction in the bank-SME relationship. *Managing Service Quality*, 19(5), 581–594. <https://doi.org/10.1108/09604520910984382>
- McCutcheon, D. M., Raturi, A. S., & Meredith, J. R. (1994). The customizationresponsiveness squeeze. *Sloan Management Review*, 35(2), 89–100.
- Meredith, J. R. (2015). Make-to-forecast: customization with fast delivery. *International Journal Od Operations*.
- Nel, D., Boshoff, C., & Mels, G. (1997). An empirical assessment of the extended service quality model. *South African Journal of Business Management*, 28(2), 42–52. <https://doi.org/10.4102/sajbm.v28i2.788>
- Oliver, R. L. (2014). Satisfaction: A Behavioral Perspective on the Consumer. In *Satisfaction: A Behavioral Perspective on the Consumer*. <https://doi.org/10.4324/9781315700892>
- Papavassiliou, N., & Stathakopoulos, V. (1997). Standardization versus adaptation of international advertising strategies: Towards a framework. *European Journal of Marketing*, 31(7), 504–527. <https://doi.org/10.1108/03090569710176646>
- Parasuraman A., Leonard L. Berry, & Zeithaml, V. a. (1991). Parasuraman, Berry - 1991 - Refinement and Reassessment of the SERVQUAL Scale.pdf. *Journal of Retailing*, 67(4), 420–450.
- Peters, L., & Saidin, H. (2000). IT and the mass customization of services: The challenge of implementation. *International Journal of Information Management*, 20(2), 103–119. [https://doi.org/10.1016/S02684012\(99\)00059-6](https://doi.org/10.1016/S02684012(99)00059-6)
- Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*, 68(5), 105–111.
- Riduwan, & Sunarto. (2017). Pengantar Statistika untuk Penelitian: Pendidikan, Sosial, Komunikasi, Ekonomi dan Bisnis. In *Bandung* (Vol. 91).
- Sandoff, M. (2005). Customization and standardization in hotels - A paradox or not? *International Journal of Contemporary Hospitality Management*, 17(6), 529–535. <https://doi.org/10.1108/09596110510612167>

- Sekaran. (2006). Penelitian Kausatif. *Penelitian Kausatif Berguna Untuk Menganalisis Pengaruh Antara Satu Variabel Dengan Beberapa Variabel Lainnya Yang Bertujuan Untuk Melihat Seberapa Jauh Variabel Bebas Mempengaruhi Variabel Terikat (Sekaran,2006)*.
- Sugiyono. (2014). Statistika Untuk Penelitian. Bandung: Alfabeta. In *Metode Penelitian*.
- Tam, K. Y., & Ho, S. Y. (2005). Web personalization as a persuasion strategy: An elaboration likelihood model perspective. *Information Systems Research*, Vol. 16, pp. 271–291. <https://doi.org/10.1287/isre.1050.0058>
- Treacy, M., & Wiersema, F. (1993). Customer intimacy and other value disciplines. *Harvard Business Review*, 84–93. Retrieved from <http://www.priconsult.nl/mediapool/77/770108/data/TreacyWiersema.pdf>
- Tsaur, S. H., Wang, C. H., Yen, C. H., & Liu, Y. C. (2014). Job standardization and service quality: The mediating role of prosocial service behaviors. *International Journal of Hospitality Management*, 40, 130–138. <https://doi.org/10.1016/j.ijhm.2014.04.004>
- Vasile, D., & Laurențiu, T. (2008). Considerations regarding the standardization of services. *Amfiteatru Economic*, 10(23), 248–255.
- Wang, G., Wang, J., Ma, X., & Qiu, R. G. (2010). The effect of standardization and customization on service satisfaction. *Journal of Service Science*, 2(1), 1–23. <https://doi.org/10.1007/s12927-010-0001-3>
- Wheaton, B., Muthen, B., Alwin, D. F., & Summers, G. F. (1977). Assessing Reliability and Stability in Panel Models. *Sociological Methodology*, 8, 84. <https://doi.org/10.2307/270754>
- Widarti, Peni (2019). *Industri Percetakan diproyeksikan tumbuh 10 % tahun ini*. Dikutip 2 November 2018 : <https://ekonomi.bisnis.com/read/20190731/257/1130913/industripercetakan-diproyeksi-tumbuh-10-tahun-ini>
- Wiranata, B., & Haryadi, B. (2013). Pengelolaan Dan Pengembangan Bisnis Percetakan Pada PT Ubital Offset Printing. *Agora*, 1(1).
- Yoo, S. J., Huang, W. H. D., & Kwon, S. (2015). Gender still matters: Employees' acceptance levels towards e-learning in the workplaces of South Korea. *Knowledge Management and E-Learning*, 7(2), 334–347. <https://doi.org/10.34105/j.kmel.2015.07.021>

Zeithaml, V. A. (1996). The behavioral consequences of “trying.” *Behavior Therapy*, 9(4), 684. [https://doi.org/10.1016/S0005-7894\(78\)80157-9](https://doi.org/10.1016/S0005-7894(78)80157-9)