

## **DAFTAR PUSTAKA**

- Anderson, Erin dan Barton Weitz, 1992, “The Use of Pledges to Build and Sustain Commitment in Distribution Channels”, *Journal of Marketing Research*, Vol. XXIX, February
- ....., George S. Day, dan V. Kasturi rangan, 1997, “Strategic Channel Design”, *Sloan Management Review*, Summer
- Bambang Budiono Sunaryo, 2001, *Pengaruh Strategi Pelayanan Outlet terhadap Kinerja Pemasaran Pada PT. Sari Ayu Indonesia Cabang Semarang*, Thesis MM.
- Celly, Kirti Sawhney dan Gary L. Frazier, 1996, “Outcome-Based and Behavior-Based Coordination Efforts in Channel Relationships”, *Journal of Marketing Research*, Vol. XXXIII, May
- Doney, Patricia M. Dan Joseph P. Cannon, 1997. “An Examination of the Nature of Trust in Buyer-Seller Relationship”, *Journal of Marketing*, Vol. 61, p. 35-51
- Fawcett, Stanley E dan Steven R. Clinton, 1996, “Enhancing Logistic Performance to Improve the Competitiveness of Manufacturing Organizations”, *Production and Inventory Management Journal*, Fist Quarter
- Ferdinand, Augusty, 2006, *Structural Equation Modeling dalam Penelitian Manajemen*, Badan Penerbit Universitas Diponegoro, Semarang
- Ferdinand, Augusty, 2000, “*Manajemen Pemasaran: Sebuah Pendekatan Stratejik*”, Research Paper, Universitas Diponegoro
- Grayson, Kent, and Ambler, Tim, (1999),”The Dark Side of Long – Term Relationship in Marketing Services”, *Journal of Marketing Research* , 36 (February),132-41.
- Hair, JR., Joseph F., Rolp E. Anderson, Ropnald L. Tatham and William C. Black, (1995) , *Multivariate Data Analysis with Reading*, Fourth Ed., Prentice Hall International, Inc.
- Indriantoro, Nur & Supomo, 1999, *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*, BPFE Yogyakarta

Jap, Sandy D., 1999, "Pie-Expansion Efforts: Collaboration Processes in Buyer-Supplier Relationship", *Journal of Marketing Research*, Vol. XXXVI, November

Johnson, Jean L., 1999, "Strategic Integration in Industrial Distribution Channels: Managing the Interfirm Relationship as a Strategic Asset", *Journal of The Academy of Marketing Science*, Volume 27 No. 1, pp. 4-18

Kotler, P, 1997, "*Manajemen Pemasaran*", Prentice-Hall

Moorman, Christine, Rohit Desphande, and General Zaltman (1993), "Factors Affecting Trust in Market Relationship ,," *Journal of Marketing*, 57 (January), 81-101.

Reinartz. Werner J, and Kumar V (2000), "On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and implications for Marketing" *Journal of Marketing* ,64 (october 2000) , 17-35

Resnick, Lindsay dan Maureen Lillis, 2001, "Selling In Senior Market Requires Education, Commitment, Credibility" *National Underwriter Journal*, Vol. 105, May p. 58.

Siguaw, Judy A., Penny M. Simpson, dan Thomas L. Baker, 1998, "Effects of Supplier Market Orientation on Distributor Market Orientation and the Channel Relationship: The Distributor Perspective", *Journal of Marketing*, Vol. 62, July

Sugiyono, 2002, *Metode Penelitian Bisnis*, CV Alvabeta, Bandung