

DAFTAR PUSTAKA

- Beal R.M. 2000. *Competing Effectively : Environmental Scanning Competitive Strategy, and Organizational Performance In Small Manufacturing Firms.* Journal of Small Business Management 38. Vol. 1 .
- Bhargava, M., C. Dubelaar and S.Ramaswari. 1994. *Reconciling Diverse Measures of Performance: A Conceptual Framework Test of Methodology.* Journal of Business Research, Vol. 31.
- Boissevain, J. 1974., *Friends of Friends*, Basil Blackwell, Oxford.
- Burt. R.S. 1992. *Excerpt from The Social Structure of Competition, in Structure Holes: The Social Structure of Competition.* Cambridge, MA and London: Harvard University
- Casado Ana.B, et al. 2004. *Third Party Complaint and Firms Performance :an Application in Spanish Banking.* Departamento de Economía Financiera, Contabilidad y Marketing, University of Alicante
- Chadiq, Umar. 2011. *Customer Relationship Management (CRM) : Pilihan Strategi Untuk Meraih Keunggulan Bersaing.* Jurnal Manajemen Vol.18 no. 33.
- Chung –Hoon Park dan oung Gul Kin. 2003. *A Frame Work of Dynamic CRM: Linking Marketing with Information Strategy.* Business Process Management Journal. Vol. 9
- Cohen, S., Prusak L. 2001. *In Good Company: How Social Capital Makes Organization Work.* London: Harvard Business Pres.
- Coleman, J.,1999. *Social Capital in the Creation of Human Capital.* Cambridge Mass: Harvard University Press.
- Coltman, T. R.,2007. *Can Superior CRM Capabilities improve performance in banking.* Journal of Financial Service Marketing, vol.12, No.2
- Cox, Eva. 1995. *A Truly Civil Society.* Sydney:ABC Book
- Crosby, Lawrence A., Johnson, Sheree L., and Quinn, Richard T. 2002. *Customer relationship management and firm performance.* Journal of Information Technology, Vol.26. No.3.

- Ellitan, Lenna. Dan Anatan,. 2006. Faktor-Faktor yang Mempengaruhi Implementasi *Customer Relationship Management*: Sebuah Usulan Kerangka Kerja Konseptual. Seminar Nasional Sistem dan Informatika.
- Enzmann, M. and M. Schneider, "Improving Customer Retention in E-Commerce through a Secure and PrivacyEnhanced Loyalty System", Information Systems Frontiers, Vol. 7, No. 4-5: pp. 359-370, 2005.
- Ferdinand, Augusty. 2005. Structural Equation Modelling Edisi Tiga. BP UNDIP. Semarang.
- Fukuyama, F. 1995. *Trust: The Social Virtues and The Creation of Prosperity*. New York: Free Press.
- Hair, J. F., Jr., R. E. Anderson, R. L. Tatham & W. C. Black 1995. *Multivariate Data Analysis with Readings*. Englewood Cliffs, NJ: Prentice Hall.
- Hasbullah, J., 2006. *Sosial Kapital: Menuju Keunggulan Budaya Manusia Indonesia*. Jakarta: MR-United Press.
- Indriantoro, Nur, dan Bambang Supomo. 2009. *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*. BPFE. Yogyakarta.
- Jones, G. R. dan George, J.M. 2007. *Essential of Contemporary Management*. Boston: Mc Graw Hill Irwing.
- Kotler, Philip dan Keller, Kevin Lane. 2006. *Manajemen Pemasaran, Edisi Bahasa Indonesia Jilid 1, Edisi 12*. Jakarta: Indeks.
- Lumpkin, G. T. and Dess, G. G. 1996. *Clarifying the Enrepreneurial Orientation Construct and Linking It to Performance*. Academy of Managemen Review 21 Vol.1.
- Matilla, S. Anna. (2004). The Impact of Servive Failures on Cusomer Loyalty. *International Journal of Service Industry Management*; Vol.15, No. 2
- Merio, Omar and Auh, Seigyoung. 2009. *The Effects of Entrepreneurial Orientation, Market Orientation, and Marketing Subunit Influence on Firm Performance*. Market Lett Vol 20.
- Morris, H.Michael, Pamela S Lewis.1995. *The Determinants of Entrepreneurial Activity, Implication for Marketing*. European Journal of Marketing. Vol.29,No.7.
- Morris, H. M. dan Kuratako, P. F. 2002. Corporate Enterpreneurship. Forth Worth TX: Harcourt.

- Nahapiet, J. and Ghoshal, S. 1998, *Social capital, intellectual capital, and the organizational advantage*, The Academy of Management Review, Vol. 23 No. 2.
- Partha D., Ismail S. 1999. *Social Capital A Multifaceted Perspective*. Washington DC: The World.
- Rakesh, Kumar.2012. *Relationship Marketing A Tool for Strategic Competition Management*. International Journal of Research on Finance Marketing. Vol.2 Issue 2 .
- Reinartz, W., Krafft, M. and Hoyer, W.D.2004. *The Customer Relationship Management Process : Its Measurements and Impact on Performance*. Journal of Marketing Research,41 Vol.3. p.293-305
- Sheth,J.N..2002. *The Future of RealationshipMarketing*. Journal of Service Marketing. Vol.16. p. 590-592.
- Sin, Leo Y.M., Alan Tse C.B. Yim, Frederick H.K ,2005, *CRM: Conceptualization and Scale Development*. European Journal of Marketing, Vol.39, No.11/12, pp.1264-1290.
- Soliman, Hisham Sayed.2011. *Customer Relationship Management and Its Relationship to the Marketing Performance*. International Journal of Business and Social Science. Vol. 2 No. 10 p.166-182
- Solow, R. M. 1999. *Notes Social Capital and Economic Performance*. In Partha D., Ismail S., 1999. *Social Capital A Multifaceted Perspective*. Washington DC: The World.
- Spence, L.J., Schmidpeter, R. and Habisch, A. 2003, *Assessing social capital: small and medium sized enterprises in Germany and the UK*. Journal of Business Ethics, Vol. 47.
- Supranoto, Meike. 2009. *Strategi Menciptakan Keunggulan Bersaing Produk Melalui Orientasi Pasar, Inovasi, dan Orientasi Kewirausahaan dalam Rangka Meningkatkan Kinerja Pemasaran*. Jurnal Pemasaran
- Stauss, Bernd dan Schoeler, Andreas. 2004. *Complaint Management Profitability: What Do Complaint Managers Know?*. Managing Service Quality Volume 14 · Number 2/3 · 2004 · pp. 147-156
- Swaminathan , S.2004,*Customer relationship Management: its dimensions and effect on Customer outcomes*. Journal of Personal Selling & Sales Management

- Voss, G.B. & Voss, Zannie G. 2000, *Strategic Orientation and Firm Performance in an Artistic Environment*. Journal of Marketing, Vol. 64.
- Wahyono. 2002. Orientasi Pasar dan Inovasi: Pengaruhnya Terhadap Kinerja Pemasaran. Jurnal Sains Pemasaran Indonesia. Vol.1, No.1, Mei.
- Weerawardena, Jay. 2003. *Exploring The Role of Market Learning Capability in Competitive Strategy*. European Journal of Marketing. Vol.37.
- Wright, P., et al. 1995. *Strategic Orientations, Competitive Advantage and Business Performance*. Journal of Business Research, Vol. 33.
- Zheng, Qinjin., Wang, Miau. and Li, Zhiqiang. 2011, *Rethinking ethical leadership, social capital and customer relationship*, Journal of Management Development Vol. 30 No. 7.