

DAFTAR PUSTAKA

- Alma, Buchari, 2002, *Manajemen Pemasaran dan Manajemen Jasa*, Alfabeta, Bandung.
- Berry dan Parasuraman. 2000. *The Behavioral Consequences of Service Quality*, Journal of Marketing, April 2000, h. 31-46.
- Darsono, 2008. *Hubungan Perceived Service Quality dan Loyalitas: Peran Trust dan Satisfaction sebagai Mediator*, The 2 nd National Conference UKWMS, Surabaya.
- Ferdinand, Augusty. 2014. *Metodologi Penelitian Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS19*, Badan Penerbit Universitas Diponegoro, Semarang.
- Hansen, Don R., dan Maryanne M. Mowen. (2007). *Management Accounting*, 8 Th edition. South-Western,USA: Thomson Learning.
- Hidayat, Rachmad. 2009. Pengaruh Kualitas Layanan, Kualitas Produk dan Nilai Nasabah Terhadap Kepuasan dan Loyalitas Nasabah Bank Mandiri. *Jurnal Manajemen dan Kewirausahaan* Vol. 11 No. 1 Maret 2009.
- Kandampully, J. and R. Duddy. 1999. Relationship Marketing : A Concept Beyond The Primary Relationship. *Marketing Intelligence & Planning* 17/7. MCB University Press.
- Kotler, Philip dan Kevin Lane Keller. 2007. *Marketing Management*. 12 Edition, Pearson Edition, Upper Saddle River, New Jersey.
- Kotler, Phillip. 2012. *Manajemen Pemasaran*. Gramedia, Jakarta
- Kresnaya, Martin. 2001. *Manajemen Bisnis*. Gramedia. Jakarta.
- Lacej, Arnil dan Ermira H. Kalaj. 2015. The Effect of Customer Relationship Management on Satisfaction and Loyalty : A Focus on Albanian Tour Operator Business. *Mediterranean Journal of Social Sciences* Vol 6 No 2.
- Laudon, K. and Traver, C. 2002. *E-Commerce: Business, Technology, Society*. Addison Wesley, Boston, MA.
- Nasution. 2001. *Manajemen Mutu Terpadu (Total Quality Management)*, Anggota IKPI, Ghalia Indonesia: Jakarta.
- O'Donnul, J. dan Moore. 2001. *The CRM Handbook: A Business Guide to Customer Relationship Management*. Addison-Wesley, Boston.
- Padmavathy, C M.S. Balaji dan VJ Sivakumar. 2012. Measuring Effectiveness of Customer Relationship Management in Indian Retail Banks. *International Journal of Bank Marketing* Vol 30 No 4.

- Rambe, Sofyan. 2001. *Pemasaran Strategik: Strategi Pertumbuhan dalam Krisis*. BPFE UI. Jakarta.
- Robbins, S.P dan Judge T.A. 2015. *Perilaku Organisasi*. Jakarta: Salemba Empat.
- Segoro, Waseso. 2013. The Influence of Perceived Service Quality, Mooring Factor and Relationship Quality on Customer Satisfaction and Loyalty. *Procedia-Social and Behavioral Sciences* 81.
- Sugiyono. 2013. *Metode Penelitian Bisnis*. Alfabeta. Jakarta.
- Tjiptono , Fandy. 2008. *Strategi Pemasaran*. Edisi 3. Yogyakarta: Andi Offset
- Tjiptono, Fandy dan Gregorius Chandra. (2012). *Pemasaran Strategik*. Yogyakarta: Andi Offset
- Yuan, Soe-Tsyr and Wei-Lun Chang (2001), 'Mixed-Initiative Synthesised Learning Approach for Web-Based CRM', *Expert Systems with Applications*, vol. 20, h. 187–200.