

DAFTAR PUSTAKA

- Aaker, David. 1991. *Managing Brand Equity; Capitalizing on the Value of Brand Name*, New York: Free Press.
- Anderson, Eugene W, C Fornell, dan DR Lehmann. 1994. "Customer Satisfaction Market Share and Profitability: Findings from Sweden". **Journal of Marketing**. Vol.58, p.53-66
- Andreassen, Tore Wallin. 1994. "Satisfaction, Loyalty, and Reputation as Indicators of Customer Orientation in the Public Sector". **International Journal of Public Sector Management**. Vol. 7(2), pp.16-34, MCB University Press.
- Assauri, Sofjan. 2008. *Manajemen Pemasaran*, Edisi Kedua, Cetakan Kedelapan. Jakarta: Raja Grafindo Persada.
- Bloemer et al. 1998. "Customer Loyalty in Extended Service Settings". **International Journal of Service Industry Management**. Vol.10, No.3.
- Caruana, A. 2002. "Service Loyalty: The Effect of Service Quality and The Mediating Role of Customer Satisfaction". **European Journal of Marketing**. Vol.36 No.7/8, pp.811-828
- Cempakasari, Diah Arum dan Yoestini. 2003. "Studi Mengenai Pengembangan Hubungan Jangka Panjang Perusahaan dan Pengecer". **Jurnal Sains Pemasaran Indonesia**. Vol.2, No.1, Mei.
- Consuegra, D., Molina, A., and Esteban, A. 2007. "An Integrated Model Of Price, Satisfaction and Loyalty: an Empirical Analysis in Service Sector". **Journal of Product & Brand Management**. Vol. 16 (7), pp. 459-468

- Cronin, JJ dan Taylor, S. A. 1992. "Measuring Service Quality: A Reexamination and Extension". **Journal of Marketing**. Vol.56, pp.55-68.
- Daniyanti, Prieta Annisha. 2011. "Analisis Faktor-faktor yang Mempengaruhi Minat Beli Ulang (Studi Pada SELERA Snack dan Bakery Semarang)". **Tesis, Program Studi Magister Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.**
- Darsono, Licen Indahwati. 2004. "Loyalty & Disloyalty: Sebuah Pandangan Komprehensif dalam Analisis Loyalitas Pelanggan," **Jurnal Administrasi dan Bisnis**. Vol.4, pp.47-57
- Dick, Alan S. And Kunal Basu. 1994. "Customer Loyalty: Toward an Integrated Conceptual Framework". **Journal of the Academy of Marketing**. Vol. 61, No.2, pp.35-51
- Dodds, K.B., Monroe. D. Grewal. 1991. "Effect of Price, Brand and Store Information on Buyers Product Evaluation". **Journal of Marketing Research**. Vol.28, No.3, pp.307-319.
- Dutka, Alan. 1994. *AMA Handbook Customer Satisfaction: A Complete Guidance to research, Planning, and Implementation*. Lincolnwood, Illinois, NTC Business Books.
- Engel, JF. Blackwell, Rogen D. And Paul W. Miniard. 1996. *Customer Behavior*, Eighth Edition. The Dryden Press, Harcourt Brace College Publishers.

Ferdinand, Augusty. 2002. Kualitas Strategi Pemasaran: Sebuah Strategi Pendahuluan. **Jurnal Sains Pemasaran Indonesia**. Vol.1, No.1 (Mei), p.107-119.

_____. 2006. *Structural Equation Modeling* dalam Penelitian Manajemen. BP Undip. Semarang.

Griffin, Jill. 2005. *Customer Loyalty*, Edisi Revisi. Jakarta: Erlangga.

Hallowell, Roger. 1996. "The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study". **International Journal of Service Industry Management**. Vol.7, No.4, 1996, pp.27-42

Hellier, Philip K, Gus M Geursen, Rodney Carr, John A Rickard. 2002. "Customer Repurchase Intention A General Structural Equation Model". **European Journal of Marketing**. Vol.37, No 11/12, pp.1762-1800

Herbig, Paul, John Milewicz and Jim Golden. 1994. "A Model of Reputation Building and Destruction", **Journal of Business Research**. Vol.31, June 1994, No.1, pp.23-31

Indriantoro, dan Supomo. 2002. *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*, Edisi Pertama. Yogyakarta: BPEE-Yogyakarta.

Kartajaya, Hermawan. 1994. *Marketing Plus 2*. Sinar Harapan: Jakarta.

Khan, Shahzad. 2012. Determinants of Customer Satisfaction in Fast Food Industry". **Journal of Management Strategy**. Vol. 3, No.1-15.

Koskela, Heikki. 2002. "Customer Satisfaction and Loyalty in After Sales Service: Modes of Care in Telecommunications Systems Delivery". **HUT Industrial Management and Work and Organizational Psychology**. Report No 21.

Kotler, P., & Amstrong, G. 2001. *Dasar-dasar Pemasaran*, Edisi Bahasa Indonesia. Jakarta: PT. Prehallindo.

_____. 2003. *Prinsip-prinsip Pemasaran*, jilid 1. Terjemahan oleh Damos Sihombing. Jakarta: Erlangga.

Lado, Augustine A, Nancy G Boyd, Peter Wwright. 1992. "A Competency Based Model of Sustainable Competitive Advantage: Toward a Conceptual Integration", **Journal of Management**. Vol18, No.1

Laporan penjualan Toko Mahkota Pekalongan. Laporan tidak diterbitkan.

Lupiyoadi, Hamdani. 2006. *Manajemen Pemasaran Jasa*, Edisi Kedua. Jakarta: Penerbit Salemba Empat.

Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.

Malhotra, Neeru dan Avinandan Mukherjee. 2004. "The Relative Influence of Organizational Commitment and Job Satisfaction and the Perceived Credibility of Consultative Salespeople". **Journal of Personal Selling & Sales Management**. Vol.XXI, No.2, pp.147-156

Miles, Morgan P & Jeffrey G. Covin. 2000. "Environmental Marketing: A Source of Reputational, Competitive and Financial Advantage". **Journal of Business Ethics**. Vol.23, pp.299-311

- Mowen, John C. 2002. *Perilaku Konsumen*, Jilid 2. Jakarta: PT Penerbit Erlangga.
- Mullins, Orville, Larreche, and Boyd. 2005. *Marketing Management: A Strategic, Decision Making Approach*, 6th edition. New York City: Penerbit McGraw-Hill.
- Nasution, M.N. 2001. *Manajemen Mutu Terpadu*. Jakarta: Ghalia Indonesia.
- Oliver, R.L. 1999. "Whence Consumer Loyalty". **Journal of Marketing**. Vol.63, pp.33-44
- Parasuraman, A., Valerie A. Zeithaml & Leonard L. Berry. 1998. "Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality". **Journal of Retailing**. Vol. 64, No.1, pp.12-40
- Olorunniwo, F., Hsu, M.K., and Udo, G.P. 2006. "Service Quality, Customer Satisfaction, and Behavioral Intentions In The Service Factory". **The Journal of Service Marketing**. Vol. 20, No.1. Pp. 59-72
- Selnes, Fred. 1993. "An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty". **European Journal of Marketing**. Vol.27 (9), pp.19-35
- Singh, Harkiranpal. 2006. "The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention," UTCI Working Paper, WP-06-06.
- Sivadas, Eugene dan Jamie L Baker Prewitt. 2000. "An Examination of the Relationship Between Service Quality, Customer Satisfaction, And Store Loyalty". **International Journal of Retail & Distribution management**. Vol.28, No.2, pp.73-82

- Song, Michal and Parry, Mark E. 1997. "An Cross National Comparative Study of New Product Development Process: Japan and The US". **Journal of Marketing**.
- Sugiono, Dr., Prof. 2010. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sureshchandar, G. S., Chandrashekar Rajendran dan R. N. Anantaraman. 2002. "Determinant of Customer Perceived Services Quality: A Confirmatory Factor Analysis Approach". **Journal of Services Marketing**. Vol.16(1), p.9-34
- Stanton. 2005. "Customer Satisfaction". **Journal of Management**. Vol.21, p.34
- Susanto, Herry & Damayanti, Wido. 2008. "Pengaruh Kualitas Pelayanan dan Produk terhadap Loyalitas Konsumen". **Junal Ekonomi Bisnis**. Vol.13, No.1, April 2008
- Tjiptono, Fandy. 2003. *Strategi Pemasaran*, Edisi Kedua. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. 2005. *Pemasaran Jasa*, Edisi Pertama. Malang: Penerbit Bayumedia Publishing.
- Tsiotsou, Rodoula. 2005. "Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions". **Journal of Marketing**. Vol.35, p.51
- Virvilaite, Regina, Violeta Saladiene, Dalius Skindaras. 2009. "The Relationship Between Price and Loyalty in Services Industry". **Inzinerine Ekonomika-Engineering Economics**. ISSN 1392-2785. Vol.3, pp.96-104.

Zeithml, Valarion.e, A., Mary Jo Bitner. 2003. *Service Marketing*, 3rd Edition. Boston: McGraw-Hill.

Zikmund, William G., Raymond McLeod Jr., and Faye W. Gilbert. 2003. *Customer Relationship Management: Intergrating Marketing Strategy and Information Techonology*. USA: John Wiley & Sons Inc.