

DAFTAR PUSTAKA

- Ali Hasan. (2010). *Marketing dari Mulut ke Mulut*. Yogyakarta : Media Pressindo.
- Augusty Ferdinand. (2006). *Metode Penelitian Manajemen : Pedoman Penelitian untuk Penelitian Skripsi, Tesis, dan Disertasi Ilmi Ekonomi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Bloemer, J. De Ruyter, K. and Poeters, P. (1998). *Investigating Drivers of Bank Loyalty ; The Complex Relationship Between Image, Service Quality and Satisfaction*. International Journal of Bank Marketing, 16 (7), 276-286.
- Budiman, Adi Santoso. 2003, “*Minat Mereferensikan Dalam Proses Adaptasi Konsumen Pasca Masa Edukasi Pasar Fitur GPRS IM3 Smart di Surabaya*”. Jurnal Sains Pemasaran Indonesia, Vol. II No. 1.
- Butz, Howard E. Goodstein, Leonard D. 1996, *Marketing Customer Value Gaining the Strategic Advantage, Organizational Dynamic*, Vol. 24.
- Brown, et al. (2005). Spreading the words : *Investigating Antecedants of Customers Positive Word of Mouth Intention and Behavior in Retailing Content*. Academy of Marketing Science Journal, 33 (2). 123-38.
- DeCarlo, Thomas E ; Russel N. Laczniak ; Carol M. Motley ; Stidhar Maraaswami 2007. *Inlence of Image and Familiarty on Consumer Response to Negative Word of Mouth Communication on Buyers, Product Evaluations*, Journal of Marketing.
- Engel, James et al. (1994). *Perilaku Konsumen Jilid 2*, Binarupa Aksara, Jakarta.
- Evans, George, (2002). “*Measuring and Managing Customer Value*”. Work Study. Vol. 51, p. 134 – 139.
- Gale, Bradley, 1994. *Managing Customer Value*. The Free Press New York.
- Ghozali, Imam. (2001). *Aplikasi Analisis Multivariate dengan Program SPSS*. BP UNDIP, Semarang.
- _____. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Edisi 3. BP UNDIP, Semarang.
- Ghozali, Imam. (2006). *SPSS Parametrik*. Semarang : Badan Penerbit Undip.
- Gordon H.G. Mc Dougall, Terrence Levesque. (2000). *Customer Statisfication with Service*. Journal of Service Marketing. Vol 14. 392-410.
- Huber, Frank Andreas Hermann, Robert E. Morgan, 2001, Gaining Competitive Advantage Through Customer Value Oriented Management, *Journal of Consumer Marketing*, Vol. 18.

- Hurriyati, Ratih. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung : Alfabeta.
- Husen, Umar. (2003). *Riset Pemasaran dan Perilaku Konsumen*. Jakarta : PT. Gramedia Pustaka.
- Karsono, (2007), “*Peran Variabel Citra Perusahaan, Kepercayaan, dan Biaya Perpindahan yang Memediasi Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan*”. *Jurus Bisnis dan Manajemen*, Vol. 7, No.1.
- Kotler, Philip. (2004). *Manajemen Pemasaran : Analisis, perencanaan, Implementasi dan Kontrol*. Jilid 1. Jakarta : Erlangga.
- _____. (2005). *Manajemen Pemasaran : Jilid 1*. Jakarta : PT Indeks Kelompok Gramedia.
- Kotler, Philip dan Gary Amstrong, (1994). *Prinsip - Prinsip Pemasaran*. Jilid II. Erlangga. Jakarta.
- _____, (2002). *Prinsip - Prinsip Pemasaran*. Jilid I. Erlangga. Jakarta.
- Kotler, Phillip dan Kevin Lane, Keller. (2007). *Manajemen Pemasaran : Edisi 12*, Jilid 2. Jakarta : PT Indeks Kelompok Gramedia.
- Lamb, Hair and McDaniel. (2001). *Pemasaran*. Buku 1. Jakarta : PT. Salemba Empat.
- Lupiyoadi, Rambat. (2001). *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat.
- Mangold, W. Glynn, Fred Miller, and Gary R Brockway, 1994, *Word of Mouth Communication in the Service Market Place*, *The Journal of Service Marketing*. Vol. 13. No. 1.
- Mowen, C. John and Michel Minor. (2001). *Perilaku Konsumen*. Jilid I. Edisi ke 4. Erlangga. Jakarta.
- Parasuraman, Berry, and Zethaml. *SERVQUAL : A Multiple-item Scale For Measuring Consumer Perception Of Service Quality*, *Journal Of Retailing*, Vol.64, No.1, 1998, pp.12-40.
- Prasmawati, Evi. (2010). *Studi Tentang Nilai Pelanggan dengan Positive Words oof Mouth pada Pengguna Motor Yamaha di Semarang*. Semarang : Tesis UNDIP.
- Robledo, Marco Antonio (2001) “*Measuring and managing service quality: integrating customer expectations*”, *Managing Service Quality*, Vol. 11, p.22-31

- Singgih Santoso dan Tjiptono. (2001). *Riset Pemasaran Konsep dan Aplikasi dengan SPSS*. Elex Media Komputindo, Jakarta.
- Smith, J. Brock and Mark Colgate, 2007. *Customer Value Creation : A Practical Framework*, Journal of Marketing Theory and Practice. Vol. 15 No.1.
- Sugiyono. (2004). *Metode Penelitian Bisnis*. CV. Alfabeta : Bandung.
- Swastha, Basu. 2002. *Pengantar Bisnis Modern*. Edisi ke tiga. Liberty. Yogyakarta.
- Swastha, Basu. 2002. *Azaz – Azaz Marketing*. Liberty BPFE. Yogyakarta.
- Tjiptono, Chandra, Adrianan. (2008). *Pemasaran Strategik*. Yogyakarta : Andi.
- Tjiptono, Chandra, dan Gregorius. (2005). *Service, Quality, dan Satisfication*. Yogyakarta : Andi.
- Tjiptono, Fandy. (1998). *Manajemen Jasa*. Yogyakarta : Andi.
- _____. (1997). *Prinsip-Prinsip Total Quality Service*. Edisi 4. Yogyakarta : Andi.
- Ulya, Aniqotul. (2013). “*Pengaruh Kualitas Layanan Inti dan Kualitas Layanan Periferal terhadap Kepuasan Konsumen dalam Meningkatkan Minat Menggunakan Ulang*”, Skripsi Universitas Diponegoro, Semarang.
- Wahyuningsih (2005), “*The Relationships Among Customer Value, Satisfaction and Behavioral Intentions*”, Gadjah Mada International Jurnal of Business, Vol 7, p.301-323.
- Woodruff, Robert B, 1997. *Customer Value : The Next Source for Competitive Advantage*. Journal Academy of Marketing Science, Vol. 25.
- Yonggui Wang, 2004, “*An Integrated Framework For Customer Value And Customer Relationship Management Performance : A Customer Based Perspective From China*”, Managing Service Quality, pg. 169-173.
- Zeithaml, V.A., 1988. Consumer perceptions of price, quality, and value: a means- end modeland synthesis of evidence. *Journal of Marketing*, Vol.52, 2-22.
- <http://telpon.info/bengkel-motor/semarang.html>
- http://id.wikipedia.org/wiki/Usaha_Kecil_dan_Menengah
- www.womma.com