DAFTAR REFERENSI

- Akers, J, 1991, "World-Class Quality: Nothing less will do", **Quality Progress**, October 1991, pp. 26-27
- Anne-Marie Croteau and Peter Li, 2003, "Critical Success Factors of CRM Technological Initiatives", Canadian Journal of Administrative Sciences Revue Canadienne Des Sciences dDe I' Administration, 20 (1), pp. 21-34
- Bhatti, Tariq 2001, "Successful Implementation of Customer Relationship Management (CRM) Strategy a Conceptual Model ", **The 4th Asian Academy of Management (AAM) Conference 2001 Proceedings**, pp.712-720.
- Bonoma, Thomas V, 1984, "Making Your Marketing Strategies Work", **Harvard Business Review** 62 March/April (1984), pp. 69–76
- Chandler, A, 1962, "**Strategy and Structure**", Garden City, New York: Doubleday
- Cooper DW and Emory CW, 1995, Metode Penelitian Bisnis, Erlangga, Jakarta
- Cooper, Randolph B. and Robert W. Zmud, 1990, "Information technology Implementation Research: A Technological Diffusion Approach", **Management Science** 36 (2), 1990, pp. 123–139
- Cumings T, and Worley C, 1997, **Organizational Development and Change**, 6th edition South Western College Publishing
- Cuthbertson, Richard and Laine, Arttu, 2004, "The Role of CRM Within Retail Loyalty Marketing, Journal of Targeting", **Measurement and Analysis For Marketing**, Vol.12, Iss, 3, pp. 77-109
- Despande, Rohit, and Webster, Fredrick E.Jr, 1989, "Organizational Culture and Marketing: Defining the Research Agenda", **Journal of Marketing 53** January 1989, pp. 3–15

- Dibb, Sally, 2001, "Banks, Customer Relationship Management and Barriers to The Segment of One", **Journal of Financial Services Marketing**, Vol.6, 1, pp. 10-23
- Drazin, Robert, and Howard, Peter, 1984, "Strategy Implementation: A Technique for Organizational Design", Columbia Journal of World Business 19, pp. 37–50
- Eberhardt, Carol, 2001, "The Five Tenets of a Good CRM Strategy TM", July, pp 57–61, **Eisenhardt**, 1989
- Ferdinand, Augusty, 2002, **Structural Equation Modeling Dalam Penelitian Manajemen**, Badan Penerbit Universitas Diponegoro, Semarang
- Galbrith, Jay R and Robert K, Kazanjian, 1986, "Strategy Implementation: Structure", **System and Process**, 2nd edition New York
- Goldenberg B, Customer Relationship Management What is all about? CRM Forum Resources at www.Crm-forum.com, pp. 11-23
- Hambrick, Donald C., and Cannela, Albert A., Jr, 1989, "Strategy Implementation as Substance and Selling", **Academy of Management Executive 3**, November, pp. 278–285
- Hoskin, David, 2001, "The Road to a Customer-Focused Strategy", **IT Factory Customer Relationship Management** Version 1.3, July, pp. 111-123
- Husein Umar, 1999, **Riset Manajemen Strategik**, Jakarta, PT. Gramedia Pustaka Utama
- Injazz J Chen and Karen Popovich, 2003, "Understanding Customer Relationship Management (CRM) People, Process, and Technology", **Bussiness Process Manajement Journal**, Vol.9, No.5, pp. 77-79
- Jahera, J.S, and Lolyd, W.P, 1992, "Additional Evidence on the Validity of ROI as a Measure of Business Performance". **The Mid-Atlantic Journal of Business**, pp. 105-112

- Jonghyeok Kim, Euiho Suh, dan Hyunseok Hwang, 2003, "A Model For Evaluating The Effectiveness of CRM Using The Balanced Scorecard", **Journal of Interactive Marketing**, Vol.17, No.2, Spring, pp. 15-29
- Kaplan, Robert S., Norton, David, and P, 1992, "The Balance Scorecard Measures that Drive Performance", **Harvard Business Review**, January-February, pp. 71-79
- Kenyon, Julie, and Vakola, Maria, 2001, "Evolving the Customer relationship management Paradigm in The Retail Industry", **International Journal of Customer relationship management**, March April, pp. 313-332
- Lee, Richard A, 2001, "Fours Steps to CRM Success", **The HYM Press**, St.Paul, MN, pp. 5-13
- Lehmann C, 1999, "Enabling a Channel Alignment", **NCR Transforming Transactions,** 1 September/October, pp. 6-7
- Lindgren, Adam, 2004, "The Design, Implementation and Monitoring of a CRM Programmed: A Case Study", **Marketing Intelligence and Planning**, Vol.22, No.2, pp.160-186
- Lindgreen, Adam and Michael Antioco, 2005,"Customer Relationship Management: The Case of A European Bank, **Marketing Intelligence and Planning**, Vol. 23, No. 2, pp.136-154
- Luneborg, Johannes Liebach and Nielsen, Jorn Flohr, 2003, "Customer Focused Technology and Performance in Small and Large Banks", **European Management Journal**, Vol 21, Iss, 2, pp. 301-322
- Mehra, Satish et all, 2001, "TQM as a Management Strategy for Next Millennia", **International Journal of Operations & Production Management**, 21 (5/6), pp. 855-876
- Menon, Anil, et al ,1999, "Antecedents and Consequences of Marketing Strategy Making: A Model and a test", **Journal of Marketing**, Vol.63, April, pp.18-40.

- Morgant, Robert and hunt, 1994, "The Commitment Trust Theory of Relationships Marketing", **Journal of Marketing**, pp. 58-20
- Narver John C, and Stanley F Slater, 1990, "The Effects of Market Orientation on Business Profitability", **Journal of Marketing**, Vol.54, October, pp.20-35
- Noble, Charles H, 1999, "The Eclectic Roots of Strategy Implementation Research", **Journal of Business Research** 45, pp.119-134
- O'Donnell, Sue and Moore, Chris, 2001, "Implementing of CRM Strategies", **Price Water House Coopers report**, February, pp. 1-25
- Pressman, J.L and Aaron Wildavsky, 1979, Implementation, Barkely, **University** of Carolina Press
- Pelham, Alfred M, 1997, "Mediating Influences on The Relationship Between Market Orientation and Profitability in Small Industrial Firms", **Journal of Marketing Theory and Practice**, Summer, pp.55-67
- Robbins, Stephen P, 1996, **Organizational Behavior Concept, Controversies**, **Applications**, Prentice Hall. Inc, Englewoods Cliffs
- Richard, Line and Jean Perrien, 1999, "Explaining and Evaluating the Implementation of Organizational Relationship Marketing in the Banking Industry: Client's Perceptions", **Journal of Business Research** 45, pp. 199-209
- Riddell M, 1999, Survey Reveals CRM in Global Crises, **The Knowledge management channel** available at silicon.com ,27th October , pp. 9-19
- Robertson ,Thomas S., and Gatignon, Hubert, 1986, "Competitive Effect on Technology Diffusion", **Journal of Marketing** 50 ,July, pp. 1-12
- Sashittal, Hermant C. and Tankersley, Clint, 1997, "The Strategic Market Planning–Implementation Interface in Small and Mid size Industrial Firms: An Exploratory Study", **Journal of Marketing Theory & Practice**,5(3), pp. 77-92

- Sheth, Jadish, N.;Sisodia, Rajendra, S,:Shrma, Arun, 2000, "The Antecedent and Consequences of Customer", **Centric Marketing Journal of Academy Science**, Vol.28,No.1, pp. 55-66
- Skivington, James, and Daft, Richard L, 1991, "A Study of Organizational "Framework" and "Process" Modalities for the Implementation of Business-Level Strategic Decisions", **Journal of Management Studies 28**, pp. 45-68
- Stifler, Jim, 2001, What Others has Learned While Implementing CRM, available at www.CRMguru.com, pp.12-23
- Sumner, M, 1999, Critical Success Factors in Enterprise Wide Information Management System Project, **Proceedings of the America Conference on Information System (AMCIS)**, pp. 232-234
- Simatupang, BM, 2003, "Customer Relationship Management (CRM) dan Customer Intelligence (CI) Pada Industri Perbankan", **Usahawan**, **No.01**, Th.XXXII, Januari, pp.31-33
- Singgih, Santoso, 2000, SPSS (*Statistical Product and Service Solutions*), Penerbit PT. Elex Media Komputindo-Kelompok Gramedia .Jakarta.
- Tjosvold, Dean, Linsay Meredith and Michael R, Wellwood, 1993, Implementing Marketing 8 (4), pp. 5-17
- Weintraub, M, 1993, "Implementing Total Quality Management", **Economic Development Review**, Summer, pp. 39-42
- Werner, Reinartz; Kraft, Manfred; Hoyer, Wayne, D, 2004, "The Customer Relationship Management Process: Its Measurement and Impact on Performance", **Journal of Marketing Research**, Vol.41, Iss: 3, pp. 181-199
- Woolridge, Bill and Floyd, Steven W, 1989, "Research Notes and Communication: Strategic Process Effects on Consensus", **Strategic Management Journal 10**, pp. 295-302
- Yuan, Soe-Tsyr and Chang, Wei-Lun, 2001, "Mixed-Initiative Synthesized Learning Approach for Web-based CRM Expert System with Application 20, pp. 187-200