

DAFTAR REFERENSI

- Aaker David A and Kevin L. Keller, 1990, "Consumer Evaluations og BrandExtention," **Journal of Marketing**, 54 (Januari),27-41.
- Anderson, E. and B. Weitz, 1992, "The Use of Pledges to Build and Sustain Commitment in Distribution Channel", *Journal of Marketing research* 29(1), p.18-34
- Band, William, A, 1991, **Creating Value for Customers**, John Wiley and Sons Inc.
- Basuswasta Dharmamesta, 1993, "Perilaku Berbelanja Konsumen Era 90-an dan Strategi Pemasaran", **Jurnal Ekonomi dan Bisnis**, No. 1 VIII, Yogyakarta
- Bolton, Ruth N and james H. Drew, (1991a), "A Multi Stage Model of Customers Assessment of Service Quality and Value", **Journal of Consumer Research**, Januari, 1-9.
- Brown, Stephen W. and Theresa A. Swartz, (1989), "A Gap Analysis of Professional Service Quality", **Journal of Marketing**, April, pp. 92-98.
- Butz, Howard E & Goodstein, Leonard D., 1996, **Marketing Customer Value: Gaining the Strategic Advantage**
- Cooper, D.R and Emory, C.W, (1995), **Bussiness Research Methods**, Fifth Edition, USA: Richard D. Irwin, Inc.
- Cooper, 1994, "New product: the factors that drive success", **International marketing Review**, Vo.11 No.1.
- Cooper R. G and E. J kleinschmidt (1987), "What Makes a New Product a Winner: Success Factors at The Project Level", **R & D Management**, 175-189
- Cronin, J.J. Jr., and Taylor, S.A., 1992, "Measuring Service Quality: A Reexamination and Extension", *Journal of Marketing*, July, Vol. 56, p. 55 – 68
- Doney, Patricia M and Cannon, Joseph P, (1997), "An Examination of the nature of trust in buyer-seller relationships," **Journal of Marketing**, Vol.61, pp.35-51
- Edvardsson, Thommason B and Ovretveit, John (1994), **Quality of Service: Making It Really Work**, Cambridge, Mc. Graw-Hill International (UK) limited.

- Engel, J.F., Blackwell, R.D. and Miniard, P.W, (1995), **Consumer Behavior**, 8th Ed, Orlando: The Dryden Press.
- Evans, Joel R and Laskin, Richard L, 1994, "The Relationship Marketing Process: A Conceptualization and Application," **Industrial Marketing Management** 23, 439-452
- Ferdinand, A.T., 2002, **Structural Equation Modeling Dalam Penelitian Manajemen: Aplikasi Model-Model Rumit Dalam Penelitian Untuk Tesis Magister dan Disertasi Doktor**, BP, Undip
- Fuad Mas'ud, 2004, **Survai Diagnosis Organisasional (Konsep dan Aplikasi)**, Badan Penerbit Universitas Diponegoro.
- Fornel, 1992, "A National Customer Satisfaction Barometer,"**The Swedish Experience, Journal Marketing**.
- Gasperz, V, (1997), **Manajemen Kualitas: Penerapan Konsep-Konsep Kualitas dalam Manajemen Bisnis Total**, Penerbit PT Gramedia Pustaka Utama, Jakarta.
- Gatignon, Hubert and Jean-Marc Xuereb (1997), "*Strategy Orientation of the Firm and New Product Performance*", **Journal of Marketing Research**, vol. XXXIV, p. 77-90
- Hair, J.F., Jr., R.E. Anderson, R.L., Tatham & W.C. Black, (1995), **Multivariate Data Analysis With Readings**, Englewood Cliffs, NJ: Prentice Hall.
- Hadi, S., 2001, *Metodologi Research Jilid 1*, Penerbit Andi Offset, Edisi Pertama, Cetakan Ketiga Puluh Satu, Yogyakarta
- Indriantoro, Nur dan Supomo, B., 1997, *Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen*, BPFE, Yogyakarta
- Juran, J.M., Gryna, F.M., and Bingham, R.S, (1979), **Quality Control Handbook**, New York: McGraw-Hill.
- Kertajaya, Hermawan, 1999, "Marketing Plus siasat memenagkan persaingan global, PT. Gramedia Pustaka Utama P. 263
- Kotler, Philip, (1997), **Marketing Management: Analysis, Planning, Implementation, and Control**, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.

- Kotler, P, 2000, **Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, Implementasi dan Pengendalian**, buku 2, edisi 1, Salemba Empat, Jakarta.
- Kraajewski, L.J. and Ritzman, L.P, (1996), **Operations Management: Strategy and Analysis**, Fourth Edition, Addison-Wesley publishing Company: Massachusetts.
- Levit, T, (1997), **Imajinasi Pemasaran**, penerbit Erlangga, Jakarta.
- Lovelock, Christopher, (1988), **Managing Service: Marketing, Operations and Human Resources**, London: Prentice Hall Int Inc.
- Lewis, R.C. and Booms, B.H, (1983), **The Marketing Aspects of Service Quality**, in Berry, L.L., Shostack, G. and Uopah, G. Eds. *Emerging Perspectives on Services Marketing*. Chicago: American Marketing Association, pp. 99-107.
- Li, Tiger, Roger J Calantone, 1998, The Impact of Market Knowledge Competence on New Product Advantage: Conceptualization and Empirical Examination, **Journal of Marketing**, Vol. 62, Oktober, p. 13-29
- Mital, Vikas, William T. Ross and Patrick M Baldasare, 1998, "The Asymmetric Impact of Negative and Positive Attribute Level Performance on Overall Satisfaction and Repurchase Intentions," **Journal of Marketing**, vol.62,pp.33-47.
- Moorman, C., Zaltman, G and Deshpande R, (1992), "Relationships Between Providers and Users of Marketing Research: The Dynamics of Trust Within and Between Organizations," **Journal of Marketing Research**, Vol.29, august, pp.314-329.
- Morgan, Robert M and Hunt, Shelby D, (1994), "The Commitment Trust Theory of Relationship Marketing," **Journal of Marketing**, Vol.58, July, pp.20-28.
- Nannally, C.J, (1970), **Psychometric Theory**, Second edition, Tata McGraw Hill Inc: New Delhi.
- Oliver, RL, 1980, "A Cognitive Model of The Antecedents and Consequences of Satisfaction Decisions," **Journal of Marketing Research**, vol. 17, No.4, November,p.460-469
- Oliver, Richard L, (1993), "A Conceptual Model of Service Quality and Service Satisfaction: Compatible Goals, Different Concept," **Advance in Service Marketing and Management**, Vol.2, pp. 65-85.
- Oliver, Richard L., 1997, **Satisfaction: A Behavioral Perspective on The Consumer**, McGraw-Hill: New York

- Parasuraman, A., Berry, L.L., and Zeithaml, A.V, (1985), **A Conceptual Model of Service Quality and Its Service Quality and Its Implication for Future Research**, in B.M. Enis, K.K. Cox, and M.P. Mokwa (Eds), *Marketing Classics: A Selections of Influential Articles*, 8th Ed., Engewood, Cliffs, NJ: Prentice Hall International, Inc.
- (1988), “*SERQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality*”, **Journal of Retailing**, Vol. 64, No. 1, Spring, 12-40.
- (1990), **Delivery Quality Service: Balancing Customer Perceptions and Expectation**, New York: The Free Press Adivision of Macmillan, Inc.
- Parasuraman. A., Zeithaml, V.A. and Berry, L.L, (1994), “Reassessment of Expectations as a Comparison Standar in Measuring Service Quality: Implication for Further Research, “**Journal of Marketing**, January (58): 111-124.
- Prichard, mark P., Havitz, Mark E., & Howard, Dennis R., 1999,”Analyzing the Commitment-Loyalty Link in Service Contexts”, **Journal of the Academy of Marketing Science** 27 (3), p.333-348.
- Porter, M, (1993), **Competitive Advantage**, The Free Press: New York.
- Selnes, Fred, 1993, “*An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty*,” **European Journal of Marketing** 27 (9), 19-35
- Supranto, J., 2004, *Tehnik Sampling Untuk Survei dan Eksperimen*, Edisi 3, Jakarta: Rineka Cipta
- Sinkula, James M, William E. Baker & Thomas Noordewier, 1997, “A Framework for Market Based Organizational Learning : Linking Values, Knowledge, and Behavior”, **Journal of the Academy of Marketing Science**, Vol.25, no.4, p.305-318.
- Slater, S.F. & Narver, J.C, 1994, “Does Competitive Environment Moderate The Market Orientation – Perfomance Relationship”, **Journal of Marketing** Vol. 58.
- Song, Michal & Parry, Mark E., 1997,”A Croos National Comparative Study of New Product Development Process : Japan and the US”, **Journal of Marketing**
- Sconberger, J.R. dan Knod, M.E, (1997), **Operations Management Customer Fokused Principles**, Sixth Edition, IRWIN, Chicago.

- Stematis, D.H, (1996), **Total Quality Service, Principles, Practices, and Implementation**, Delray Beach: St Lucie Press.
- Sugiyono, 2005, *Metode Penelitian Bisnis*, CV. Alfabeta, Bandung
- Taguchi, G, (1987), **System of Experimental Design**, (Vol. 1-2), UNIPUB/Kraus International Publication, N.Y: White Plains.
- Tax, R, Stephen Brown and Chandrasekaran (1998), “Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing,” **Journal of Marketing** Vol. 61
- Tjiptono, F,(1997), **Total Service Quality**, Yogyakarta: Andi Offset.
- Too Leanne H.Y, Souchon Anne L, and Thirkell Peter C., 2000, “Relationship Marketing and Customer Loyalty in A Retail Saetting: A Dyadic Exploration”, **Aston Bussines School Research Institute**, ISBN No.185449 520 8, June, pp. 1-36
- Urban Glen L. & Hauser John R., 1998 *Desight and Marketing of New Products*, Prentice Hall Inc
- Wicaksono, S.A. dan Ihalauw, J.J., 2005, “Pengaruh Persepsi Kualitas Layanan Terhadap Kepuasan Klien dan Dampaknya Pada Preferensi Rekomendasi Klien”, *Jurnal Ekonomi Perusahaan*, Vol. 12, No. 3, p. 1 – 19
- Woodruff, Robert B., 1997, “Customer Value : The Next Source for Competitive Advantage”, **Journal of Academy of marketing Science**, Vol 25, no.2, p. 139-153.
- Woodside, Arch G., Frey, Lisa L and Timothy R, (1989), “Linking Service Quality, Customer Satisfaction, and behavioral Intention,” **Journal of Health Care Marketing**, 9 (December), 5-17.
- Zeithaml, Valerie A, 1987, “Defining and Relaying Price, Perceived Quality, and Perceived Value,” **Marketing Science, Institute**, Cambridge, MA Report No.87-101