

DAFTAR REFERENSI

- Ali Akbar, Analisis Faktor-faktor Pengaruh Selling-in yang berdampak pada Kinerja Pemasaran, *Tesis*, Undip, 2003.
- Anderson, Erin and Anne T. Coughlan (1997): International Market Entry and Expansion via Independent or Integrated Channels of Distribution , *Journal Marketing*, Vol.51 :pp. 71-78
- Anderson, Erin and Barton, Weitz, (1992), The Use of Pledges to Build and Sustain Commitment in Distributin Channels, *Journal of Marketing Research*, 29 (February), pp.¹ 8-34
- Boorom, Michael L., et, all, 1998, ” Relational Communication Traits and Their Effect on Adaptiveness and Sales Performance · *Journal of The Academy of Marketing Science*, vol. 26, p. 16-20
- Budiono, Bambang Sunaryo, 2002, ”Dinamika Strategi Pelayanan Outlet dan Kinerja pemasaran” , *Journal Sains Pemasaran Indonesia*, Vol. 1, No. 1, Mei , hlm. 41-56.
- Cooper, D.R., dan Emory C.W., 1995, ·*Business Research Methods* ·Fifth Edision, USA, Richard D. Irwin, Inc.
- Cravens, Brant, Ingram, La Forge, dan Clifford Young, 1992, ·In Search of Excellent Sales Organization ·*Europen Journal of Marketing*, pp.6-23
- Cravens, D. W., 1995, *Pemasaran Strategis*, Jilid 1-2, Edisi Terjemahan, Erlangga, Bandung.
- Cravens, Dw., Woodruff RB., dan Stamper JC, 1997, ” An Analytical Approach for Evaluating Sales Territory Performance ·*Journal of Marketing*, pp.³ 1-37
- Doney, Patricia M. dan Joseph P. Cannon, 1997, ·An Examination of The Nature of Trust in Buyer-Seller Relationships ·*Journal of Marketing* vol. 61, p.35-51
- Dorsch, Michael J., Scott R. Swanson dan Scott W. Kelley, 1998, “The Role of Relationship Quality in The Stratification of Vendor As Perceived By Customers ·*Journal of The Academy of Marketing Science*, vol. 26, p. 128-134
- Ferdinand, Augusty 1., 2000, ·Manajemen Pemasaran Sebuah Pendekatan Strategik · *Research Paper Series*, Program Magister Manajemen, Universitas Diponegoro, Semarang

- Ferdinand, Augusty T., 2000, *Struktural Equation Modelling Dalam, Penelitian Manajemen*, Badan Distributor Universitas Diponegoro, Semarang.
- Ferdinand, Augusty, 2004, "Strategic Selling-In Management", *Research Paper Series 3*, Program MM UNDIP, Semarang.
- Frankwick, Gary L., Stephen S. Porter., dan Lawrence A. Crosby. (2001)"Dynamics of Relationship Selling : A Longitudinal Examination of Changes in Salesperson-customer Relationship Status," *Journal of Personal Selling & Sales Management*, 2 (Spring), 135-146.
- Geisel, Bob, 2001, "Selling In an Imperfect World : *Sales & Marketing Management Journal*, July, p. 5
- Hair, J.F., Anderson, R.E., Tatham, R.L., dan Black, W.C., 1995, "*Multivariate Data Analysis, With Readings*" Fourth Edision, New Jessey, Prentice Hall
- Heide, Jan B., dan George John. (1992), "Do Norms Matter in Marketing Relationship?" *Journal of Marketing*, 56 (April), 32-44.
- Heneman L. Robert, Thomas 1. Andrea, 1997, "Using Strategic Performance Management To Drive Brand Leadership : *Compensation & Benefit Review*, Edisi November-Desember, p. 33-40
- Houston, Franklin S., dan Jule B. Gassenheimer (1987), "*Marketing and Exchange*," *Journal of Marketing*, 51 (Oktober), 3-18.
- Indriantoro, Nur dan Bambang Supomo, 1999, "*Metodologi Penelitian Bisnis untuk Akunlansi dan Manajemen*" :BPFE, Yogyakarta
- Kapalka, Brian A., et, all, 1999, "Retail Inventory Control With Lost Sales, Service Constraints, and Fractional Lead Times : *Journal of Production and Operations Management*, vol. 8, p. 398-408
- Kohli, Ajay K, et, all., 1998, "Learning and Performance Orientation of Sales People : The Role of Supervisor : *Journal of Marketing Research*, vol. xxxv, p. 263 -274
- Liu, Annie H. dan Mark P. Leach, 2001, "Developing Loyal Customers with a Value-adding Sales Force: Examining Customer Satisfaction and the Perceived Credibility of Consultative Salespeople", *Journal of Personal Selling & Sales Management*, Vol. XXI, No. 2, Spring. Hlm. 147-156.
- Michael Le Baeuf, 1992, "*Memenangkan dan Memelihara Pelanggan*" :Pustaka Tangga, Jakarta
- Michael, Treacy dan Fred Wiersema, 1996," *The Dicipline of Market Leaders* : Gramedia, Jakarta

- Moore, Richard A., 1992, “ A Profile of UK Manufacturers and West German Agents and Distributors, *European Journal of marketing*, Vol 26, No. 1, hlm. 41-51.
- Morgan, Robert M. dan Shelby D. Hunt, 1994, “The Commitment-’T’rust Theory of Relationship Marketing .*Journal of Marketing*, vol. 58, p. 20-3 8
- Parasuraman, A., Leonard l., Berry., dan Valarie A. Zeilhaml. (1991), “Understanding Customer Expectations of Service,” *Sloan Management Review*, (Spring), 39-48.
- Pelham, Alfred M, 1997, - Mediating Influences On The Relationship Between Market Orientation and Profitability In Small Industry Firms . *Journal of Marketing Theory and Practice*, pp.55-76
- Peter, J. Paul dan Jerry C. Olson, 2000, - *Consumer Behavior : Perilaku Konsumen dan Strategi Pemasaran* .Erlangga, Jakarta
- Piercy, Nigel F., Katsikeas, dan Creven, 1997, - Examining The Role of Buyer-Seller Relationship in Export Performance .*Journal of World Business*, vol. 32, p. 73-86
- Resnick, Lindsay dan Maureen Lillis, 2001, - Selling In Senior Market Requires Education, Commitment, Credibility .*National Underwriter Journal*, vol. 105,May28
- Rich, Gregory A, 1997, “The Sales Manager As a Role Model : Effects on Trust, Job Satisfaction, and Performance of Sales People . *Journal of The Academy of Marketing Science*, vol. 25, p. 319-327
- Sujoko, SH MM, 2002. “Pengaruh Distribusi Selling-in Terhadap Kinerja Pemasaran”. *Jurnal Sains Pemasaran Indonesia* Vol. I no. 3 p.241 -256.
- Williams, Michael R., dan Jill S. Attaway, (1996), “Exploring Salespersons’ Customer Orientation as a Mediator of Organizational Culture’s Influence on Buyer-Seller Relationships,” *Journal of Personal Selling & Sales Management*, 4 (Fall), 33-52.

- Riyanto, Bambang, 1999, *Dasar-Dasar Pembelian Perusahaan* .Edisi 4, BPFE, Yogyakarta
- Rock, Justin, 2000, "Selling Out to Role-Up Companies Can Be a Big Gamble", *Weekly Corporate Growth Journal*, Dec 25, p. 1105
- Snider, Ricard M., 1994, "Building Sales and Company Image . *Tellemarketing Magazine*, vol. 13, p. 86-89
- Wulandari, Sutji, 1999," *Customer Relationship* . John Robert Powers, Denpasar.