

DAFTAR PUSTAKA

- Aydin, Serkan and Ozer, Ghokan (2005), "The Analysis of Antecedent of Customer Loyalty in the Turkish Mobile Telecommunication Market," *European Journal of Marketing*, Vol.39.
- Aydin, Serkan and Ozer, Ghokan (2006), "How Switching Cost Affect Subscriber Loyalty in the Turkish Mobile Phone Market : An Exploratory Study," *Journal of Targeting, Measurement and Analisis for Marketing* 14.2 : 141-155.
- Bloemer, J. Ruyter, K. and Wetzels, M. 1998."On The Relationship between perceived service quality, service loyalty and switching cost." *International Journal of Industry Management*, 107 (5):238-46.
- Burnham, T.A., Frels, J.K. and Mahajan, V. 2003. " Consumer Switching Costs: a Typology antecedents and consequences." *Journal The Academy of Marketing Science*, 31 (2): 109-26.
- Davoud, Nikbin, et al.2010. " Perceived Justice in Service Recovery and Recovery Satisfaction: The Moderating Role of Corporate Image." *International Journal of Marketing Studies* **2.2 (Nov 2010): 47-56**
- Featherman, Mauricio S, Paul A Pavlou. 2003. "Predicting e-services adoption: a perceived risk facets perspective". *International Journal of Human-Computer Studies*.
- Ferdinand, Augusty. 2011. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Edisi 3. Semarang: BP Undip.
- Ghozali, Imam dan Latan, H.2012. "Partial Least Squares, Konsep, Metode dan Aplikasi Menggunakan Program WarpPLS 2.0 Untuk Penelitian Empiris". Semarang: BP Undip.
- Harrington, Scoot E, Gregory, Niehaus.2003. *Risk Management & Insurance Second Edition*. Mc Graw Hill
- Karsono.(2007). "Peran Variabel Citra Perusahaan, Kepercayaan, dan biaya Perpindahan yang Memediasi Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan," *Jurnal Bisnis dan Manajemen*, Vol 7, No 1

- Kim, H. B., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management, Cornell University* 26, 549-560.
- Lam, S.Y., Shankar, V. and Bvsn Muethy, M.K.E. 2004. "Customer value, satisfaction, loyalty, and switching cost: an illustration from business-to-business service context." *Journal of Academy of Marketing Science*, 32 (3): 293-311.
- Lee, Jonathan; Lee, Janghyuk; Feick, Lawrence (2001), "The Impact Of Switching Costs On The Customer Satisfaction-Loyalty Link: Mobile Phone Service In France," *Journal Of Services Marketing*, vol. 15 no. 1.
- Nguyen, N. and Leblanc, G. 1998. "The mediating role of corporate image on customers' retention decisions: an investigation in financial services." *The International Journal of Bank Marketing* 16.2 : 52-65.
- Kadampully, Jay and Suhartanto, Dwi. 2002. "Customer loyalty in the hotel industry: the role of customer satisfaction and image," *International Journal of Contemporary Hospitality Management*, 12/6: 346-351.
- Lau, G.T. and Lee, S.H., 1999. "Consumers' trust in a brand and the link to brand loyalty". *Journal of Market Focused management*, 4:341-370.
- Oliver, R. L, 1999, "Whence Consumer Loyalty?", *Journal of Marketing* , Vol.63 (Special Issue), pp.33-44. Pasuraman, et.al (1985)
- Schiffman, L. And Kanuk, LL., 2004. *Perilaku Konsumen Edisi Ketujuh*. Indeks
- Sia, T Florencia, dan Subagyo, H. 2013. "Analisa pengaruh Price, Service Quality, dan Corporate Image terhadap Customer Loyalty dengan Customer Satisfaction sebagai Variabel Intervening Konsumen IPO Korean Café dan Restaurant Surabaya". *Jurnal Manajemen Pemasaran*, Vol 1, No 1, pp 1-8.
- Selnes, F, 1993. "An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty", *European Journal of Marketing*. Vol. 27 No 9. pp.19-35.
- Sheth, Jagdish N, and Atul Pravartiyar. 1995. "Relationship Marketing in Consumer Markets: Antecedents and Consequences". *Journal on the Academy of Marketing Science* 23 (fall): 255-272.
- Sugiyono, 2002, *Metode Penelitian Bisnis*, CV. Bandung: Alfabeta.

William, C Arthur, Richard M Heins. 1985. *Risk Management and Insurance Fifth Edition*. New York : Mc Graw Hill Book Company

http://chip.co.id/news/microsoft-apple/6025/apple_dominasi_penjualan_pc_di_2012, 27/08/2013, 11:06 AM.

http://chip.co.id/news/software_os-microsoft/5070/penetrasi_pasar_windows_8_belum_memuaskan, 27/08/2013, 11:25 AM.

<http://id.wikipedia.org/wiki/Risiko>, 13/01/2013, 7.43 AM.

www.kppu.go.id, *Saran Pertimbangan Terhadap memorandum of Understanding Pemerintah dengan Microsoft*, 04/07/2012, 8.12 AM.

<http://techno.okezone.com/read/2013/07/17/325/838113/windows-7-masih-kalahkan-windows-8>, 01/11/2013, 10:48 AM.