

## DAFTAR REFERENSI

- Algifari, 2003, **Statistik Induktif untuk Ekonomi dan Bisnis**, Edisi 2, UPP AMP YKPN, Yogyakarta
- Anderson, E, W, Fornell, C, and Lehmann, D, R., 1994, “*Customer Satisfaction, Market Share, and Profitability : Finding from Sweden*”, **Journal of Marketing**, Vol. 58, July, pp. 53 – 66
- Andreassen, T. W, and Lindestad, B, 1998, “*Customer Loyalty and Complex Services*”, **International Journal of Service Industry Management**, Vol. 9, No. 1, pp. 7 – 23
- Anderson, Erin, and Barton Weitz, 1992, “*The Use of Pledges to Build and Sustain Commitment in Distribution Channel*”, *Journal of Marketing Research*, Vol. 29, February, p. 18-34.
- Anderson, James C., James A. Narus, 1990, “*A Model of Distributor Firm and Manufacturer Firm Working Partnership*”, *Journal of Marketing Research*, Vol. 54, January, p. 42-58.
- Assauri, Sofjan, 2003, “*Customer Service yang Baik Landasan Pencapaian Customer Satisfaction*”, **Usahawan**, No. 01, Th. XXXII
- Bernadine, 2005, “*Analisis Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan Studi Kasus pada Rumah Makan Pondok Laras di Kelapa Dua, Depok*”, **Pemasaran Jasa**, Vol. 12, No.3
- Blake, RR dan JS Mouton, 1970, **The grid for sales excellence**, *New York: McGraw-Hill Book company.*
- Bloemer, Josee, Ko de Ruyter dan Pascal Peeters, 1998, “*Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality, and Satisfaction*”, **International Journal of Bank Marketing**, Vol. 16, No. 7
- Bloemer, Josee, Ko de Ruyter, 1997, “*On The Relationship Between Store Image, Store Satisfaction and Store Loyalty*”, **European Journal of Marketing**, Vol. 32, No. 5/6
- Bowen, J. T and Chen, S. L., 2001, “*The Relationship Between Customer Loyalty and Customer Satisfaction*”, **International Journal of Contemporary Hospitality Management**, Vol. 13, No. 5, pp. 213 - 217

- Bursk, EC, 1947, "Low-Pressure Selling", **Harvard Business review**, 25, winter, 227-242.
- Cannon, Joseph P. and Homburg, 2001, "Buyer-Supplier Relationship and Customer Firm Costs" *Journal of Marketing Research*, Vol. 65, January, p. 29-43.
- Darsono, Licen Indahwati, 2004, "Loyalty & Disloyalty : Sebuah Pandangan Komprehensif dalam Analisis Loyalitas Pelanggan", **Jurnal Administrasi dan Bisnis**, Vol. 4, No. 9/10/11, pp. 47-57
- Dean, Alinson, 2002, "Service Quality In Call Centres; Implications For Customer Loyalty", **Managing Service Quality**, Vol.12, No.6, p.414-423.
- Devaraj, Sarv., Matta, Khalil F and Conlon, Edward, 2001, "Product and Service Quality : The Antecedents of Customer Loyalty In The Automotive Industry", **Production and Operation Management**, Vol. 10, No. 4
- Dharmayanti, Diah, 2006, "Analisis Dampak Service Performance dan Kepuasan Sebagai Moderating Variable Terhadap Loyalitas Nasabah (Studi pada Nasabah Tabungan Bank Mandiri Cabang Surabaya)", **Jurnal Manajemen Pemasaran**, Vol. 1, No. 1
- Doney, Patricia M. and Cannon, Joseph P., 1997, "An Examination of Nature of Trust in Buyer-Seller Relationship", *Journal of Marketing Research*, Vol. 61, April, p. 35-51.
- Ellitan, Leena, 1999, "Membangun Loyalitas Melalui Customer Satisfaction dan Customer Oriented", **Kompak**, nomor 19.
- Engsel J. F, Roger D. B and Paul W. M, 1995, **Customer Behaviour**, 6<sup>th</sup>ed, New York, The Dryden Press.
- Eriyanto, 1999, **Metodologi Polling. Memberdayakan Suara Rakyat**, PT. Remaja Rosdakarya, Bandung
- Ferdinand, Augusty Tae, 2000, **Manajemen Pemasaran : Sebuah Pendekatan Strategik**, Research Paper Series – Konsentrasi Manajemen Pemasaran. Program Magister Manajemen Universitas Diponegoro.
- Foster, Brian D and John W. Cadogan, 2000, "Relationship Selling and Customer Loyalty : An Empirical Investigation", **Marketing Intelligence and Planning**, Vol. 18, No. 4
- Grenberg, Jerald., 1990, "Organizational Justice; Yesterday, Today, And Tomorrow", **Journal of Management**, Vol.16, p.399-432

- Griffin, Jill, 1996, *Customer Loyalty : How to Earn It, How to Keep It*, New York : Simon and Chuster, Inc
- Han J.K., NamWoon Kim, and Rajendra K. Srivasta, 1998, “*Market Orientation and Organization Performance*”, **Journal of Marketing 2**.
- Haruna, Sekitto, 1996, “The Impelementation of The Relationship Marketing Process: By Bouraq Airlines : The Customer’s Perspective”, **Kelola**, No. 15/VI/1996, p. 25-37
- Jones, Thomas, and W. Earl Sasser. Jr, 1994, *Marketing (Second Edition)*, United States Of International Editrion, Prentice Hall, Inc., Englewood Cliffs, New Jersey
- Karsono, “Pengaruh Kualitas Pelayanan terhadap Loyalitas Anggota dengan Kepuasan Anggota sebagai Variabel Pemediasi”, **Jurnal Bisnis dan Manajemen**, Volume V, No.2, 2005.
- Kiuk, Johannes Willem, “Kinerja Pemasaran : Antesedens dan Konsekuensi, Sebuah Model Teoretikal Dasar”, **Jurnal Sains Pemasaran Indonesia**, Volume V, Center for Marketting Studies Program MM FE Univ. Diponegoro, Semarang, 2006.
- Kotabe, Masaaki, Dale. Duhan, David K. Smith Jr, dan R. Dale Wilson, 1991, “The Perceived Veracity of PIMS Strategy in Japan : An Empirical Inquiry”, **Journal of Marketing**, Vol. 55, No. 1, p. 26-41
- Kotler, P., 2000, **Marketing Management : Analisis Planning, Implementation and Control**, 9th editon., Upper Saddle River, New Jersey : Prentice Hall Inc.
- Margaretha, Moureen, “Studi Mengenai Loyalitas Pelanggan pada Divisi Asuransi Kumpulan AJB Bumi Putera 1912”, **Jurnal Sains Pemasaran Indonesia**, Volume III, Center for Marketting Studies Program MM FE Univ. Diponegoro, Semarang, 2004.
- Morgan, M. Robert and Shelby D. Hunt, 1994, “*The Commitment-Trust Theory of Relationship Marketing*”, *Journal of Marketing Research*, Vol. 58, July, p.20-38.
- Moorman, Christine, Deshpande, Rohit and Zaltman, 1993, “*Factors Affecting Trust in Market Research Relationship*”, *Journal of Marketing Research*, Vol. 57, January, p.81-101.

- Mugiharjo, Bagyo, Analisis Faktor-faktor yang Mempengaruhi Kepuasan Pelanggan dan Pengaruhnya terhadap Loyalitas Pelanggan, **Jurnal Sains Pemasaran Indonesia**, Volume V, Center for Marketing Studies Program MM FE Univ. Diponegoro, Semarang, 2006.
- Musanto, Trisno, 2004, “Faktor-faktor Kepuasan Pelanggan dan Loyalitas Pelanggan: Studi Kasus pada CV. Sarana Media Advertising Surabaya”, **Jurnal Manajemen dan Kewirausahaan**, Vol. 6, No. 2
- Narver, John C dan Stanley F Slater, 1990, “*The effect of a market orientation on business profitability*”, **Journal of Marketing**, 54 (Oktober), 20-35.
- Parasuraman, A, Berry,LL., Zeithamil, VA., dan Berry, Leonard L, 1988, ”Servqual : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality“, **Journal of Retailing**, Vol. 64, No. 1
- Parasuraman, A, Berry,LL dan Zeithamil, VA, 1990, ”An Empirical Examination Of Relationships In An Extended Servicequality Model“ Report, No.90-122, **Marketing Sciences Institute**, Camberige, MA
- Permadi, MF, 1998, “Pengembangan Konsep Kinerja Pemasaran”, **Jurnal Ekonomi dan Bisnis Indonesia**, Vol. 13, No. 3, p. 70-79
- Rusdiarti, “Pengaruh Kualitas Pelayanan dan Nilai Pelayanan terhadap Loyalitas Nasabah pada Bank BPD Jawa Tengah Cabang Semarang”, **Jurnal Bisnis Strategi**, Volume 13, 2004.
- Saxe dan Weitz, 1982, “The SOCO Scale; A Measure Of The Cutomer Orientation Of Salespeople”, **Journal of Marketing Research**, Vol. XIX
- Schneider, B, White,SS dan paul, MC, 1998, “*Linking Service Climate And Customer Perceptions Of Service Quality:Test Of Causal Model* “, **Journal of Aapplied Psychology**, Vol.83, No.2, p.150-163
- Selnes, Fred, 1993, “*A Examination of The Effect of Product Performance On Brand Reputation, Satisfaction and Loyalty*”, **European Journal of Marketing**, Vol. 27, No. 9, pp. 19 – 35
- Szymanski, David M., 2001, “Customer Satisfaction:A Meta-Analysis of the Empirical Evidence”, **Journal of the Academy of Marketing Science**, Vol. 29, No. 1
- Supranto, J., 2002, “Upaya Memuaskan Pelanggan Agar Menjadi Loyal”, **Jurnal Ekonomi dan Bisnis**, Vol. 2, No. 1

- Tanjung, Yody Hannitiyo, 2002, “Interaksi Antar Departemen dan Relevansinya Terhadap Pertumbuhan Pelanggan Melalui Kualitas Layanan”, **Jurnal Sains Pemasaran Indonesia**, Vol. 1, No. 3
- Tercia, Ch.Yosevina Ratna, 2004, “Analisis Sikap Kewirausahaan dan Orientasi Pelanggan serta Implikasinya terhadap Kinerja Tenaga Penjualan”, **Jurnal Sains Pemasaran Indonesia**, Vol. III, No. 3
- Tjiptono, F., 1996, **Manajemen Jasa**, Yogyakarta : Penerbit Andi.
- Tse, D. K. Dan P. C. Wilton, 1988, “ *Model of Consumer Satisfaction Formation : An Extention*”, **Journal of Marketing Research**, vol.25, No.2, May, p.204-212.
- Wahyono, 2002, “Orientasi Pasar dan Inovasi : Pengaruhnya Terhadap Kinerja Pemasaran (Studi Kasus pada Industri Meubel di Kabupaten Jepara)”, **Jurnal Sains Pemasaran Indonesia**, Vol.1, No. 1