

DAFTAR PUSTAKA

- Abdul-Muhmin (2002), *“Effects of Supplier’s Marketing Program Variables on Industrial Buyer’s Relationship Satisfaction and Commitment,”* Journal Of Bussiness & Industrial Marketing, Vol 12 No 7.
- Adhitya Putranto Ardhani, *“Jurnal Pengaruh Switching Cost Sebagai Pemoderasi Hubungan Antara Kepuasan Pelanggan Dan Loyalitas Konsumen.”* Universitas Kristen Duta Wacana.
- Arikunto, S. (1996), *Prosedur Penelitian suatu Pendekatan Praktek*, ed revisi. Jakarta: Rineka Cipta
- Assael, H. (1995), *Consumer Behavior & Marketing Action*, 5th ed. Cincinati, Ohio: South-western College Publishing.
- Azwar, S. (1997), *Reliabilitas dan Validitas*, ed. 3. Yogyakarta: Pustaka Pelajar Offset.
- Aydin, Serkan and Ozer, Ghokan (2004), *“The Analysis of Antecedent of Costumer Loyalty in the Turkish Mobile Telecommunication Market,* European Journal of Marketing, Vol.39
- Aydin, Serkan and Ozer, Ghokan (2005), *“ National Costumer Satisfaction Indices: A Implementation in the Turkish Mobile Telephone Market,”* Marketing Intellegence & Planning, Vol.23, No.5.

Darsono, Licen Indahwati (2005), "*Loyalty & Disloyalty: Sebuah Pandangan Komprehensif Dalam Analisis Loyalitas Pelanggan,*" Jurnal Administrasi Dan Bisnis, Vol.4.

Darsono, Azhari. 2005. *Pedoman Memahami Laporan Keuangan*. Andi. Yogyakarta.

Dharmmesta, Basu Swastha (1999), "Loyalitas Pelanggan : Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol.14, No3.

Djati, S Pantja; Darmawan, Didit (2004), "Pengaruh Kesan Kualitas Layanan, Harga, dan Kepuasan Mahasiswa Terhadap Minat Mereferensikan" *Jurnal Widya Manajemen & Akuntansi*, Vol.4 No.2, Agustus

Ghozali, Imam. (2008). *Struktural Equation Modeling (Teori Konsep, dan Aplikasi Dengan Program)*. Edisi kedua. Badan Penerbit Universitas Diponegoro Semarang.

Ferdinand,A. (2002). *Structural Equation Modelling Dalam Penelitian Manajemen*, Penerbit Universitas Diponegoro, Semarang.

Hartono, J. (2007) *Metode Penelitian Bisnis : Salah Kaprah Dan Pengalaman-pengalaman*. Penerbit BPFE UGM Yogyakarta.

Hellier, Philip K; Geursen, Gus M; Carr, Rodney A; Rickard, John A (2003), "*Customer Repurchase Intention A General Structural Equation Model,*" *European Journal of Marketing* , Vol.37 , No 11/12.

Kotler, Philip. 1994. *Manajemen Pemasaran Jilid 1*. Edisi keenam. Erlangga Jakarta.

Kotler, Philip. 2000. *Marketing Management*. New Jersey : The Millenium Edition, Prentice Hall International Edition.

- Kotler, Philip, Keller, Kevin Lane, 2006. *Marketing Management, 12th Edition*, Pearson Education
- Martila A.J. and John C.J. (1997) ,” *Importance-Performance Analysis*,” *Journal of Marketing* , January, p.77-79.
- Michael J Etzel, Bruce J Walker, William J Stanton, 2004, *Marketing, 13th Edition*, Mc-Graw Hill.
- McMillan, J.H. dan Schumacher, S. (2001). *Research in Education*. Addison Wesley Longman, inc. New York.
- Oliver, R.L. and J.E. Swan (1989), “*Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach*,” *Journal of Marketing*, Vol.53, April,p.21-35.
- Parasuraman A, Zeithaml, Valerie A, Berry, Leonard L (1985), “*A Conceptual Model of Service Quality and its Implications for Future Research*,” *Journal of Marketing*, Vol 49.
- Permadi (1998), “*Pengembangan Konsep Kinerja Pasar* ,” *Jurnal Ekonomi dan Bisnis Indonesia*, Vol 13.
- Reeves, Carol A; Bednar, David A (1994), “*Defining Quality: Alternatives and Implications*,” *Academy of Management Review*, Vol.19, No.3.
- Ratih Hurryati (2008), *Bauran Pemasaran & Loyalitas Pelanggan*.CV Alfabeta Bandung.
- Sugiyono, (2009), *Statistika Untuk Penelitian*, edisi ke 12 , Alfabeta.Bandung.
- Sugiyono, (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Penerbit Alfabeta Bandung.

- Russel S Roberta, Taylor Beynard W, 2006, *Operation Management, Edisi 3*, John Willey and Sons .inc, USA.
- Selnes, Fred (1993), “an *Examination of the Effect of Product Performance on Brand Reputation , Satisfaction and Loyalty*,” *European Journal of Marketing*, Vol.27, No.9
- Schiffman Leon G, Kanuk Leslie Lazar, (2007). *Consumer Behavior*, Edisi ke 5, Pearson Education.
- Sivadas, Eugene; Baker-Prewitt, Jamie L (2000), ‘*An Examination of the Relationship Between Service Quality, Customer Satisfaction, and Store loyalty*’”, *International Journal of Retail & Distribution Management*, Vol.28. No.2.
- Singh, Harkiranpal (2006), “ *The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention*,” *UTCI Working Paper*, WP-06-06.
- Sumani, “*Jurnal Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Kartu Prabayar Im3*”
Fakultas Ekonomi Universitas Jember.
- Suwarni dan Septina Dwi Mayasari, ‘*Jurnal Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan*,” *Fakultas Ekonomi Negeri Malang*.
- Tjiptono, Fandy; Chandra, Gregorius (1998), *Service, Quality, Satisfaction*, Penerbit Andi Yogyakarta.
- Zhang, Qingyu (2001), “*Quality Dimensions, Perspectives and Practices: A Mapping Analysis*,” *International Journal Of Quality & Reliability Management*, Vol 18 No.7
- Zeithami, Valerie A, (1998), “ *Consumer Perceptions of Price , Quality, and Value: A Means End Model and Synthesis of Evidence*,” *Journal of Marketing*, Vol 52 July.