

## DAFTAR PUSAKA

- Alma, Buchari. (2004). Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabheta.
- Assauri, Sofjan. (2003). Costumer Service Yang Baik Landasan Pencapaian Costumer Satisfaction dalam Usahawan., no 1, tahun XXXII, Januari: Jakarta.
- Bitner, Jo Marry. (1992). Servicescape: the impact of physical surroundings on customer and employees. *Journal marketing, vol 56.April,pp.57-71.*
- \_\_\_\_\_,and Hubbert. (1994). *Encounter satisfaction versus overall satisfaction versus quality In service quality: New direction in theory and practice.* Roland T. Rust and Richard L. Oliver, ads, New York: John Wiley & Son.
- Baker, Julie P.A., and Cameron M. (1996).The effect of the service environment on affect and customer perception of waiting time: an integrative review and research propositions.*Journal of Academy of Marketing Science, vol. 24, no. 4, pp. 338-349.*
- \_\_\_\_\_, Dhruv G., and Voss G.B, (2002).The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing, vol. 65.April,pp.12.120-141.*
- Bowie, D., and Buttle F. (2004).*Hospitality marketing: an introduction.*Elsevier, Butterworth Helnemann. Jordan Hill, Oxford: Linarce House OX2 8DP.
- Conlon, D.E., Linn V.D., and Morgan M. (2004).The effect of physical and social context on evaluations of captive, intensive service relationships.*Academy Management Journal, vol.47 no. 3,pp. 433-445.*

J. Joseph Cronin, Jr. and Steven A. Taylor. *Journal of Marketing*. Vol. 56, No. 3 (Jul., 1992), pp. 55-68.

Schindler, D.R. & Cooper, P.S. 2003. *Business Research Methods*. Eighth Edition. New York, NY. McGraw-Hill. GV 658.0072 COOPER, p. 101.

Ermaya, Rindiyantika. (2011). *Pengaruh Fasilitas Fisik Organisasi (Servicescape) Terhadap Kepuasan Wisatawan Museum Konperensi Asia Afrika Bandung: Survei Pada Wisatawan Pelajar dan Mahasiswa Museum Konperensi Asia Afrika*. Repository Universitas Pendidikan Indonesia.

Ghozali, Imam. (2009). *Aplikasi analisis Multivariate dengan Program SPP*. Edisi ketiga. Semarang: Badan Penerbit Universitas Diponegoro.

Gamet, V.A. (1999). Servicescape: from modern non places to postmodern common places. *Journal of Business Research*, vol.44, pp.37-45.

Hightower, Jr., Roscoe and Mohammad Shariat (2009), Servicescape's Hierarchical Factor Structure Model, [Global Review of Business and Economic Research Journal](#), 5(2), 375-398.

Hightower, R., Brday M.K., and Thomas L.B. (2002). Inv estimating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events. *Journal of Business Research*, vol.55, pp.697-707.

Hoon, S., and Leong S.M. (1997). The mediating influence of pleasure and arousal on layout and signane effects. *Journal of Retailing and Consumer Servie*, vol.4,no.1, pp.13-24.

Hult, Thomas G.M, (2001). Additional thoughts on international service marketing, *Journal of Service Marketing*, vol.15,no.1 pp. 5-10.

\_\_\_\_\_,and Boyer K.K. (2005). *Quality and logistics strategy in E-supply Chains*. *Working Paper*. pp.1-39.

\_\_\_\_\_, 2003, Framework for managing the servicescape: a sustainable competitive advantage. *Marketing Management Journal*, vol.13.issue.2.pp. 88.

Kaplan, R. M. & Saccuzzo, (2005). Psychological testing: Principles, application, and issues (6th ed.). Belmont: Thomson Wadsworth.

Keillor, D.B., Hult Thomas G.M., and Destan K. (2004).A study of the service encounter in eight countries. *Journal of International Marketing*, vol.12.no.1.pp.9-35.

Kotler dan Keller.(2009). Manajemen Pemasaran. (edisi tigabelas) jilid 1&2. Jakarta: Erlangga.

Lacobucci, D., Grayson K.A., amd Ostrom A.I. (1994).*The calculus of service quality and customer satisfaction: theoretical and empirical differentiation*. In T.A. Swartz, D.E. Bowen & S. Brown (eds), *Advance in Service, Marketing and Management*, vol.3.pp. 1-67.

Lee, H.J., and Park, S.C. (2005).Intelligent labaable customer segmentation system based on business Intelligence tools.*Expert System Via Application*, vol.29.pp.145-152.

Lee, T. (2005a). The Impact of perception of interactivity on customer trust and transaction intention in mobile commerce. *Journal of Electronic Commerce Research*, vol.6.no.3.pp.165-180.

Lee, Y.S., (2005b). *A conceptual model of the roles of price, quality, and intermediary constructs in determining behavioral intention to visit a festival*. Dissertation.Texax A&M University, USA.

Lengkong., Victor., dan Lumanauw Bode. (2008). Hubungan Servicescape dengan Kepuasan Konsumen. *Jurnal Megadima*, vol. 2.

Leong,S.M., Swee H.A., and Lynda Hui L.L. (1997). Effect of physical environment and locus of control on service evaluation. *Journal of Retailing and Customer Service*, vol.4.no. 4.pp. 231-237.

Lucas, F.A. (1992). The determinant and effects of slot servicescape satisfaction in a Las Vegas hotel casino. *UNLV Gaming Research & Review Journal*, vol. 7. Issue.1.pp.1-19.

Lupiyoadi, Rambat. (2006). Manajemen Pemasaran Jasa.Edisi 2. Jakarta: Penerbit Salemba empat.

MacDonald, J.B., and Smith K. (2004).The effect of technology-mediated communication on industrial buyer behavior.*Industrial Marketing Management*,vol. 33. pp. 107-116.

Mattila, Anna. S., and Jochen., Wirtz. (2008) .The role of store environmental stimulation and social factors on impulse purchasing, *Journal of Services Marketing*, Vol. 22 Iss: 7, pp.562 – 567.

Mittal, V., and Govin R. (2004).Geographic patterns in customer service and satisfaction: an empirical investigation.*Journal of Marketing*, vol. 68.July. pp. 227-244.

Oliver, L.R. (1997). Effect of expectation and disconfirmation on post-expense product evaluation: an alternative interpretation.*Journal of Applied Psychology*, vol. 62. no. 4. pp. 480-486.

\_\_\_\_\_. (1980). A cognitive model of the antecedents and consequences of satisfaction decision.*Journal of Marketing Research*, vol.17.November.pp.460-469.

\_\_\_\_\_. (1981). Measurement and evaluation of satisfaction process in retail setting.*Journal of Retailing*, vol.57 pp. 25-48.

\_\_\_\_\_. (1997). *Satisfaction: a behavioral perspective on the consumer*. New York: McGraw Hill.

Payne, Andrian. (2000). Marketing: Pemasaran Jasa. Penerbit ANDI, Yogyakarta.

Prameita, Nadya. (2011). *Analisis Pengaruh Atribut Produk (Merek, Harga, dan Kualitas Pelayanan) Terhadap Keputusan Pembelian Konsumen Pada J.CO Donuts and Coffee Paris Van Java Bandung*. Skripsi FE Universitas Kristen Maranatha, Bandung

Ryu, K. (2005). *Dinescape, emotions and behavioral intentions in upscale restaurant*. Dissertation, Kansas State University, USA.

Rosenbaum, S.M. (2005). The symbolic servicescape: your kind is welcome here. *Journal of Consumer Behavior*, vol.4, no. 4. pp. 249-261.

Richardson, Paul; Jain, Arun K., & Dick, Alan. 1996. The Influence of Store Aesthetics on Evaluation of Private Label Brands. *Journal of Product & Brand Management*, Vol. 5, No. 1, pp. 19-28.

Sekaran, U. (2009). *Research Methods for Business*. Edisi 4, buku 1 dan 2, Penerbit Salemba Empat, Jakarta.

Sugiyono.(2009). *Metode Penelitian Bisnis*. CV Alfabeta, bandung.

Suliyanto., (2005). Analisis Data Dalam Aplikasi Pemasaran, Ghilia Indonesia: Bogor.

Schneider., B., and Bowen David. (1995). *Winning The Service Game*. Harvard Bussiness Press.

Schneider, B., Parkington J.J., and Buxton V.M. (1980).Employee and customer perceptions of service in banks.*Administrative Science Quarterly*.vol.25. pp. 252-267.

Swasta Basu dan Ibnu Sukotjo. 2010. Pengantar Bisnis Modern edisi kesebelas. Yogyakarta.

Sylvana, A. (2006). Pengaruh Kualitas Pelayanan Dan Kepuasan Mahasiswa Terhadap Intensi Meregistrasi Ulang Mahasiswa. *Jurnal Organisasi dan Manajemen*, Volume 2, Nomor 1, Maret 2006, p. 60-78.

Tjiptono, Fandy. (2008). Strategi Pemasaran. Yogyakarta: Penerbit ANDI.

Wakefield, Jeffrey G. and Blodgett, (1996) The effect of the servicescape on customers' behavioral intentions in leisure service settings, *Journal of Services Marketing*, Vol. 10 Iss: 6, pp.45 – 61.

Wolfinbarger, M.F. and Gilly, M.C. (2003). ETAILQ: Dimensionalizing, measuring and predicting e-tailing quality. *Journal of Retailing*, 79(3), 183-198.

Zeithaml, Vallerie. A, dan Bitner.(2006). Services Marketing.edisi 3, Penerbit ANDI, Yogyakarta.

[www.globalstatistik.com](http://www.globalstatistik.com) pada tanggal 12 Maret 2012.

[www.jalanasic.com](http://www.jalanasic.com) pada tanggal 17 Maret 2012