

DAFTAR PUSTAKA

- A. Parasuraman, Valerie A. Zeithaml, Leonard Berry, 1985, “*A Conceptual Model of Service Quality and Implication for Future Research*” (Journal of Marketing).
- A Parasuraman, Valerie A. Zeithaml, Leonard L. Berry, 1990, “*Delivering Quality Service : Balancing Customer Perception and Expectations*” (The Free Press).
- Cowell, Donald W., 1985, “*The Marketing of Service*” (London : William Hernemann).
- Ghozali, Imam, 2005, “*Aplikasi Analisis Multivariate dengan Program SPSS*”. Edisi ke-6. Semarang. Universitas Diponegoro
- Jogiyanto. (2004), “*Metodologi Penelitian Bisnis*”: Salah Kaprah dan Pengalaman-pengalaman, BPFE-Yogyakarta.
- Kotler, Philip. (1997). “*Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Pengendalian*”. Edisi ke Sembilan, Jilid 1&2. Salemba Empat.
- Kotler, Philip, 2003, “*Marketing Management*”t. 11th edition, New Jersey : Prentice Hall.
- Kotler, Philip. (2005). “*Manajemen Pemasaran*”. Edisi Milenium. Jilid Kesatu, PT. Prenhalindo. Jakarta.
- Kotler, Philip. (2007). “*Manajemen Pemasaran*”. Edisi ke-12. PT. Indeks.

Lovelock, Christopher, 2001, "*Service Marketing*". 4th edition, New Jersey : Englewood Cliffs, Prentice Hall.

Martila, John A & John C. Jamus, 1997, "*Journal of Marketing*".

Rahayu, Sri (2005). *SPSS Versi 12.00 "Dalam Riset Pemasaran"*. ALFABETA. Bandung.

Schiffman, Leon G, Leslie Lazarkanuk, 1994, "*Customer Behavior*", 5th edition, New Jersey : Prentice Hall.

Suliyanto. (2006), "*Metode Riset Bisnis*," Yogyakarta: Andi.

Tjiptono, Fandy, 1997, "*Strategi Pemasaran*". Yogyakarta : Andi

Zeithmal, V.A. & Merry Jo. Bitner, 2000, "*Service Marketing*". 2nd editions, New York: Mc Graw Hill.

www.google.com