

DAFTAR PUSTAKA

- Alma, B. (2005) *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung.
- Blackwell, dkk, 2007, *Consumer Behavior: An Asia Pasific Approach*, Nelson Australia Pty Limited, Australia
- Dean, A.M. (2002). Service Quality in call centres : implications for customer loyalty *Managing Service Quality Journal*, hal. 414-423.
- Dean, A.M. (2007). The Impact of the Customer Orientation of Call Centre Employees on Customers Affective Commitment and Loyalty. *Journal of Service Research*, hal. 161-173.
- Freedy Rangkuti, 2002, Strategic Marketing Tools and Cases, **Data Analysis dan Interpretation : Marketing & Behaviour**, Jakarta : Elex media Komputindo
- Griffin, John.I. (1995). *Customer Loyalty*. Lexington Boks, USA
- Hair, Jr., J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. (1998). *Multivariate Data Analysis. 5th Edition*, Prentice-Hall International, Inc. New Jersey.
- Heskett, J.L., Sasser, W.E., & Schlesinger, L.A. (1997). *The Service Profit Chain : How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value*, The Fire Press, New York.
- Jogiyanto (2007). *Metodologi Penelitian Bisnis : Salah Kaprah dan Pengalaman-Pengalaman*, BPFE, Yogyakarta.
- Kotler, P. (2005). *Manajemen Pemasaran*, Indeks, Jakarta.
- Lupiyoadi, Rambat. 2001. **Manajemen Pemasaran Jasa**. Penerbit Salemba Empat
- Malhorta, K. (1996). *Marketing Research, 2nd Edition*, Prentice-Hall International, USA.
- Prof. DR. H. Buchari Alma, 2004. **Manajemen Pemasaran dan Pemasaran Jasa**. Penerbit CV ALFABETA
- Prof. DR. H. Imam Ghozali, M. Com. *Aplikasi Analisis Multivariate dengan Program SPSS*, Akt (2007).

- Parasuraman, A., L.L. Berry, & V.A. Zeithaml. (1991). Refinement and Reassessment of The SERVQUAL Scale, *Journal of Retailing*, Vol 64, No 4 (Winter), pp. 420-450.
- Schneider, B., White, S.S., & Paul, M.C. (1998). Linking Service Climate and Customer Perceptions of Service Quality : Test of a Causal Model, *Journal of Applied Psychology*, hal 150-163.
- Sekaran, U. (2003). *Research Methods For Business : A Skill Building Approach*. 4th Edition, John Wiley and Sons, Inc. New York.
- Storbacka, K., Strandvik, T., & Gronroos, C. (1994). Managing Customer Relationships for Profit : The Dynamics of relationships Quality, *International Journal of Service Industry Management*, hal 21-38.
- Sugiyono. (2004). *Statistika Untuk Penelitian*. Cetakan ke 6, Alfabeta, Bandung.
- Taylor, Steven. A., Celuch, Kevin, dan Goodwin Stephen, 2004, *The Important of Brand Equity to Customer Loyalty*, *Journal of Product and Brand Management*, Volume 13, Nomor 4, hal. 217-227.
- Tjiptono, Fandy, 2004. **Prinsip-Prinsip Total Quality Service**. Penerbit ANDI OFFSET.