

DAFTAR PUSTAKA

- Cannon, Joseph P., Perreault, Jr. William D., McCarthy, E. Jerome. (2008).
Pemasaran Dasar : Pendekatan Manajerial Global. Edisi Keenam Belas. Salemba Empat Jakarta.
- 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.
- Foster, Bob. (2008). *Manajemen Ritel*. Edisi Pertama. Alfabeta. Bandung.
- Jogiyanto (2007). *Metodologi Penelitian Bisnis : Salah Kaprah dan Pengalaman-Pengalaman*, BPFE, Yogyakarta.
- Kotler, P. (2005). *Manajemen Pemasaran*, Indeks, Jakarta.
- Kotler, P (2003). *Manajemen Pemasaran*, Edisi Milenium. PT Prenhallindo. Jakarta.
- Kotler, Philip, Amstrong, Gary. (1999). *Prinsip-prinsip Pemasaran*. Dialihkan oleh Sihombing, Damos. Edisi VIII. Erlangga. Jakarta.
- Kotler, Philip. (2000). *Marketing Management : Analysis, Planning, Implementation and Control*. 8th Edition. Prentice Hall International. Inc. New Jersey.
- Lupiyoadi, Rambat. 2001. **Manajemen Pemasaran Jasa**. Penerbit Salemba Empat

- Malhorta, K. (1996). *Marketing Research, 2nd Edition*, Prentice-Hall International, USA.
- Lovelock, C. H. (1996). *Service Marketing*. 3th Edition. Upper Saddle River. New Jersey.
- Griffin, John.I. (1995). *Customer Loyalty*. Lexington Boks, USA
- Zeithaml, Valerie. A, Mary J. Bitner. (2009). *Service Marketing*. 2nd Edition. Mc Graw Hill. USA
- Zeithaml, Valerie. A, Berry, L. L & Parasuraman, A. (1996). *Journal of Marketing*.
- Jogiyanto (2007). *Metodologi Penelitian Bisnis : Salah Kaprah dan Pengalaman-Pengalaman*, BPFE, Yogyakarta
- Azwar, Saifuddin, 2004, Metode Penelitian, Yogyakarta, Pustaka Pelajar.
- Suliyanto. (2006). *Metode Riset Bisnis*. Edisi Pertama. Andi Offset. Yogyakarta.
- Stanton, J. (1993). *Prinsip Pemasaran*. Edisi Ketujuh. Erlangga. Jakarta.
- Alma, B. (2005) *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung.
- Sekaran, U. (2003). *Research Methods For Business : A Skill Building Approach*. 4th Edition, John Wiley and Sons, Inc. New York.
- 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.

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.