

DAFTAR PUSTAKA

- Aaker .A. David, 1997, *Manajemen Ekuitas Merek*, Penerbit: Mitra Utama, Jakarta.
- Adya, Atep Barata, 2003, *Dasar-dasar Pemasaran Prima*, Penerbit: PT. Elex Media Komputindo Kelompok Gramedia, Jakarta.
- Alma, Buchari, 2004, *Manajemen Pemasaran Dan Pemasaran Jasa*, Penerbit: Alfabeta, Bandung.
- Barnes .G. James, 2000, *CUSTOMER RELATIONSHIP MANAGEMENT*, Penerbit: Andi, Yogyakarta.
- Chandra, Georgius, 2002, *Strategi dan Program Pemasaran*, Penerbit: Andi Offset, Yogyakarta.
- Chang-Hsi Yu, Hsiu-Chen Chang, Gww-Liang Huang, 2006, 'A Study of Service Quality, Customer Satisfaction, and Loyalty in Taiwanese Leisure Industry', *The Journal of American Academy of Business, Cambridge** Vol.9 * Num.1
- Dean .M. Alison, *The Impact of The Customer Orientation of Call Center Employees on Customer Affective Commitment and Loyalty*.
- D'Eglideo,F., "The Service Era : Leadership in Global Environment," *Productivity Press, Cambridge, MA, 1990*.
- Foster, Bob, 2008, *MANAJEMEN RITEL*, Penerbit: CV. ALFABETA, Bandung.
- Griffin, Jill, 2003, *Customer Loyalty : Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*, Penerbit: Erlangga, Jakarta.
- Hanrahan, Timoty. 1999. "Pride Isn't Everything: Companies Scramble to Make Sure Customer Service Doesn't Get Lost in Cyberspace." *Wall Street Journal*, July 12, p.R20.
- Hasan, Ali, 2008, *MARKETING*, Penerbit: MedPress, Yogyakarta.
- Hasan, Iqbal, 2002, *POKOK-POKOK MATERI, Statistik Deskriptif*, Penerbit: PT. Bumi Aksara, Jakarta.
- Hurriyati, Ratih, 2008, *Bauran Pemasaran dan Loyalitas Konsumen*, penerbit: CV. ALFABETA, Bandung.
- Kasmir, 2005, *Etika Customer Service*, Penerbit: PT. Raja Grafindo Persada, Jakarta.
- Kotler, Philip and Gary Armstrong, 2001, *Dasar-dasar Pemasaran*, Penerbit: Prenhallindo, Jakarta.

- Kotler, Philip, 1997, *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi, dan Kontrol*, Penerbit: Prenhallindo, Jakarta.
- Kotler, Philip, 2000, *Manajemen Pemasaran*, Penerbit: Salemba Empat, Jakarta.
- Kotler, Philip, et al, 2000, *Manajemen Pemasaran Perspektif Asia*, Penerbit: Andi, Yogyakarta.
- Kotler, Philip, 2003, *Marketing Management 11 Edition*, Penerbit: Prentice Hall International Inc., New Jersey.
- Lamb, Charles W.Jr, Joseph F. Hair, Carl Mc.Daniel, 2001, *Pemasaran*, Penerbit: Salemba Empat, Jakarta.
- Lovelock, Chistoper, 2002, *Service Marketing and Management, Second Edition*, Penerbit: Prentice Hall, New Jersey.
- Lupiyoadi, Rambat, 2001, *Manajemen Pemasaran Jasa*, Penerbit: Salemba Empat, Jakarta.
- Lupiyoadi, Rambat, 2006, *Manajemen Pemasaran Jasa*, Penerbit: Salemba Empat, Jakarta.
- Nugroho .Agung. Bhuono, 2005, *Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS*, Penerbit: Andi, Yogyakarta.
- Oliver, R.L. 1999, "Whence Cunsomer Loyalty ?",*Journal of Marketing*, vol. 63 (Special Issue), pp.33 – 34.
- Payne, Adrian, 2000, *The Essence Of Services Marketing*, Penerbit: ANDI and Pearson Education Asia Pte. Ltd.
- Payne, Adrian, 2001, *Pemasaran Jasa*, Penerbit: Andi, Yogyakarta.
- Rahayu, Sri, 2005, *SPSS Versi 12.00*, Penerbit: CV.ALFABETA, Bandung.
- Rangkuti, freddy, 2003, *Teknik Mengukur & Strategi Meningkatkan Kepuasan Pelanggan*, Penerbit: PT. Gramedia Pustaka Utama, Jakarta.
- Reichheld, F.F., and P. Schefter. .E-Loyalty: Your Secret Weapon on the Web., *Harvard Business Review* (78:4), 2000, pp. 105-113.
- Simamora, Bilson, 2003, *Memenangkan PASAR*, penerbit: PT. Gramedia Pustaka Utama, Jakarta.
- Simamora, Bilson, 2004, *RISSET PEMASARAN*, Penerbit: PT. Gramedia Pustaka Utama, Jakarta.
- Dr.Sudjana, 1997, *Statistika Untuk Ekonomi & Niaga*, Penerbit: Tarsito, Bandung.
- Tunggal .Widjaja. Amin, 2008, *Customer Relationship Management*, Penerbit: HARVINDO, Jakarta.

- Tjiptono, Fandy, 1997, Prinsip-prinsip Total Quality service, Penerbit: Andi, Yogyakarta.
- Tjiptono, Fandy & Gregorius Chandra, 2007, Service Quality & Satisfaction, Penerbit: Andi, Yogyakarta.
- Umar, Husein, 2000, Riset Pemasaran dan erilaku Konsumen, Penerbit: PT. Gramedia Pustaka & Jakarta Business Research Center (JBRC), Jakarta.
- Umar, Husein, 2003, Metode Riset, PERILAKU KONSUMEN JASA, Penerbit: Ghalia Indonesia, Jakarta.
- Utami .Whidya. Christina, 2006, Manajemen Ritel, Penerbit: Salemba Empat, Jakarta.
- Yamit, Zulian, 2004, Manajemen Kualitas Produk & Jasa, Penerbit: Ekonisia, Yogyakarta.
- Yazid, 1999, PEMASARAN JASA (Konsep dan Implementasi), penerbit: EKONISIA, Yogyakarta.
- Valarie A Zeithmal, A Parasuraman, Arvind Malhotra. Academy of Marketing Science Journal. Greenvale: Fall 2002. Vol.30.

www.AIRPLANESYSTEM.com

www.proquest.com

www.google.com