

DAFTAR PUSTAKA

- Ali, Hasan. (2008). *Marketing*. Yogyakarta: Media Presindo.
- Buchari, Alma. (2000). *Pengantar Bisnis*. Bandung: CV Alfabeta.
- Brown, Stanley A. (2008). *Customer Relationship Management: A Strategic Imperative in the World of E-Business*. Canada: John Wiley & Sons.
- Chan, Syafrudin. (2003). *Relationship Marketing*. Jakarta: Gramedia Pustaka Utama.
- Don Peppers, and Marta Rogers. (2004). *Managing Customer Relationship*. Canada: willey.
- Kotler, Philip. (2000). *Marketing Management Analysis, Planning, Implementation and Control*, 8th Edition. New Jersey: Pearson Prentice Hall.
- Kotler, Philip. (2000). *Marketing Pemasaran*, Jilid 2. Jakarta: Prenhalindo.
- Kotler, Philip. and Gary Amstrong. (2004). *Principle of Marketing*, 9th Edition. New Jersey: Englewood Cliffs. Prentice Hall Int, Inc.
- Kotler, P. Keller, K.L. (2009). *Marketing Management*, 13th Edition. New Jersey: Person Prentice Hall.
- Kusnendi. (2008). *Model-Model Persamaan Struktural. Satu dan Multi-group Sample dengan LISREL*. Bandung: Alfabeta.
- Ghozali, Imam. (2008). *Desain Penelitian Eksperiemntal: Teori, Konsep, dan Analisis Data dengan SPSS 16*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali. (2008). *SEM metode Alternatif dengan Partial Least Square. Edisi 2*. Semarang: BP-Undip.
- Griffin, J. (1995). *Customer Loyalty: How to Earn It and Keep It*. New York: Lexington Books.
- Griffin, Jill. (2002). *Customer loyalty How To Earn it, How To keep it*. Singapore: Lexington Books.
- Hair et al. (1998). *Multivariate Data Analysis, 5th Edition*. Upper Saddle River. New Jersey: Prentice Hall.

- Hair, J.F., Anderson, R.E., Tatham, R.L., and Black, W.C. (2006). *Multivariate Data Analysis, 6th Edition*. Upper Saddle River. New Jersey: Prentice-Hall International, Inc.
- Handoko, T Hani. (2008). *Manajemen Edisi 2*. Yogyakarta: BPFE Yogyakarta.
- McLeod, R. & Schell, G.P. (2007). *Management Information Systems, 10th Edition*. New Jersey: Pearson Prentice Hall.
- Nykamp, Melinda. (2001). *The Customer Differential: The Complete Guide to Implementing Customer Relationship Management*. New York: AMACOM.
- Oesman, Yevis Marty. (2010). *Sukses Mengelola Marketing Mix, Customer Relationship Management, Customer Value, dan Customer Dependency*. Bandung: Alfabeta.
- Oliver, Richard L. (1996). *Satisfaction, A Behavioral Perspective on the Customer*. New York: Mc Graw Hill.
- Parvatyar, Arul and Jagdish.N.Sheth. (2001). *Conceptual Framework of Customer Relationship Management: Emerging Concepts, Tools and Applications*, J.Sheth, A.Parvatyar and G.shainesh. New-Delhi: Tata-Mc Graw Hill.
- Paul Gray and Jongbok Byun. (2001). *Customer Relationship Management*.
- Solihin, Ismail. (2009). *Pengantar Manajemen*. Jakarta: Erlangga.
- Sugiyono. (2001). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2002). *Metode Penelitian Bisnis*. Jakarta: Gramedia Pustaka Utama.
- Sugiyono. (2003). *Metode Penelitian Administrasi*. Bandung: Alfabeta.
- Sugiyono. (2004). *Statistik Untuk Penelitian*. Bandung: Alfabeta.
- Sugiyono. (2005). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Suharsimi, Arikunto. (2002). *Prosedur Penelitian*. Jakarta: Rineka.
- Suliyanto. (2006). *Metode Riset Bisnis*. Yogyakarta: Andi.
- Storbacka, Kaj and Lehtinen, Jarmo R. (2001). *Creating Competitive Advantage Through Win-win Relationship Strategies*. Singapore: Mc.Graw Hill.
- Thompson, Bob. (2001). *Customer Relationship Management Primer*.
- Triton, PB. (2006). *SPSS 13.0 Terapan: Riset Statistik Parametrik*. Yogyakarta: Andi.
- Umar, Husein. (2001). *Metode Riset Bisnis*. Jakarta: Gramedia Pustaka Utama.

- Vanessa, Gaffar. (2007). *Customer Relationship Management and Marketing Public Relations*. Bandung: Alfabeta.
- Yusoff, M. S. B., Rahim, A. F. A., & Yaacob, M. (2010). *The Development and Validity of the Medical Student Stressor Questionnaire (MSSQ)*. *ASEAN Journal of Psychiatry*.
- Zikmund, Wiliam.G.et.al. (2003). *Integrating Marketing Strategy and Information Technology*. New Jersey: John Wiley and Sons.
- <http://www.tempo.co/read/news/2014/03/04/092559156/Devisa-Pariwisata-Ditarget-Raup-US--2-Miliar> (Diakses pada 4 September 2014)
- http://jabar.bps.go.id/system/files_force/publikasi/BRS%20HOTEL%20JABAR%200914.pdf?download=1 (Diakses pada 4 September 2014)
- <http://crito.uci.edu/> (Diakses pada 9 Oktober 2014)
- <http://sirnet.metamatrix.se/> (Diakses pada 9 Oktober 2014)