

## DAFTAR PUSTAKA

- Adelaar, Thomas, 2000. "Electronic Commerce and the Implications for Market Structure: The Example of the Art and Antiques Trade," *Journal of Computer-Mediated Communication*.
- Abdurahmman, Arifin. (1997), *Kerangka Pokok-pokok Manajemen Umum*. Jakarta: PT. Ikhtiar Baru – Van Hoeve.
- Agung, Ken Hermanto. (2006), "Analisis Pengaruh Kualitas Layanan, Komitmen Dan Kepercayaan Terhadap Loyalitas Konsumen (Studi Kasus Pada Nasabah Tabungan Simpeda Bank Jateng)". Program Magister Manajemen Fakultas Ekonomi Universitas Diponegoro Semarang
- Andreas Leverin, Veronica Liljander, (2006) "Does relationship marketing improve customer relationship satisfaction and loyalty?", *International Journal of Bank Marketing*, Vol. 24 Iss: 4, pp.232 – 251
- Anderson JC & Narus JA. (1990). "A model of distributor firm and manufacturer firm working partnerships" *the Journal of Marketing*.
- Arikunto, S. (2002). *Manajemen Penelitian*. Jakarta: Rineka Cipta.
- Aryani, D & Rosinta F. (2010), "Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan" *Bisnis & Birokrasi, Jurnal Ilmu Administrasi dan Organisasi*, Mei—Agus 2010, hlm. 114-126
- Ayun, Elisa. (2013). "Customer To Customer ( C2C )" 8 Okt . Label: customer to customer, *Manajemen*.
- Bayton. James A. (1982). "Motivation, Cognition, Learning-Basic Factors in Consumer Behavior." Dalam James U. McNeal and Stephen W. McDaniel (eds). *Consumer Behavior: Clasical and Contemporary Dimensins*. Boston. Massachussets : Little Brown and Company
- Bendapudi, Neeli and Leonard L. Berry, 1997. " Customer's Motivation for Maintaining Relationship with Service Providers," *Journal of Retailing*, Vol. 73, pp.15-37.

- Burhan A, Pradhanawati, A & Dewi, R S. (2013). “Pengaruh budaya organisasi, dan komitmen organisasi terhadap kinerja karyawan dengan mediasi kepuasan kerja pada pt. Bpr setia karib abadi semarang” *Diponegoro Journal Of Social And Politic* Tahun 2013, Hal. 1-9
- Brown, H.D. (1987). *Principles of language learning and teaching*. (2 nd ed). London: Printice-Hall Inc.
- Chasanah, Nur. (2010), “Analisis Perilaku Konsumen Dalam Membeli Produk Susu Instan Di Pasar Modern Kota Surakarta” Fakultas Pertanian Universitas Sebelas Maret Surakarta.
- Cooper & Schindler. (2011) *Business Research Method*. 11th Edition, New York: Mc. Graw-Hill Irwin.
- Christopher, M., Payne, A dan Ballantyne, d. (1991). *Relationship Marketing*, Butterworth-0Heinemann: Oxford.
- Dagger, T S & O’Brien T K. (2010), “Does experience matter? Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users UQ Business School, The University of Queensland, Brisbane, Australia. *European Journal of Marketing* Vol. 44 No. 9/10, pp. 1528-1552.
- Dwyer, J.T., (
- Engel, James F., et.al. 1994. *Consumer Behavior*. Ditejemahkan oleh F.X. Budiyanto. *Perilaku Konsumen*. Edisi keenam. Cetakan pertama. Jilid II. Jakarta: Binarupa Aksara.
- Fullerton, Gordon and Shirley Taylor, 2000. *The Role of Commitment in Service Relationship*. Kingston, Ontario : School of Business Acadia University, limited publication, p. 3-18.
- Ganesan, S. 1994. Dalam Appiah-Gyimah et al. 2011. Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing* 58(2), 1-19.
- Ghozali, I. 2007. *Aplikasi Analisis Multivariate dengan Program SPSS*. Cetakan keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Cetakan keempat. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I. 2012. Aplikasi Analisis Multivariate dengan Program SPSS. Cetakan keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, Joseph F., Black, W.C., Babin.B.J., & Anderson, R.E. (2010). *Multivariate Data Analysis Global Edition*. Pearson Prentice-Hall, Inc., New Jersey Sugiyono. 2006. *Metode Penelitian Pendidikan, Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung:Penerbit Alfabeta.
- Handoko T. Hani, (2000), *Manajemen Personalia dan Sumberdaya Manusia*,. Edisi II, Cetakan Keempat,
- Hendratono T. (2011), “Pengaruh Lingkungan Fisik dan Kualitas Layanan Terhadap Loyalitas Pelanggan pada Pelanggan Maskapai Penerbangan” Volume II No. 2 - Oktober 2011.
- Hennig-Thurau, T., Gwinner, K. P. ,Gremler, D. D., 2002. Understanding relationship marketing outcomes - An integration of relational benefits and relationship quality. *Journal of Services Research* 4 (3), 230-247.
- Hidayah, Nurdin , Sari, Diana & Helmi A. (2013). “Research Article The Relationship Between The Customer Value And Satisfaction To Advocacy Behavior : The Empirical Study In Higher Education”, *VSRD International Journal of Business and Management Research*, Vol. III Issue VIII
- Hollebeek, Linda D. (2011), “Demystifying customer brand engagement: Exploring the loyalty nexus”. *Journal of Marketing Management*. Vol. 27, 785–807
- Iskandar D. (2012), “Pengaruh Kualitas Pelayanan terhadap Loyalitas Nasabah dengan Kepuasan dan Kepercayaan Nasabah sebagai variabel Intervening (Studi Empiris Nasabah Pd. Bank Perkreditan Rakyat Bkk Boyolali Kota)” STIE AUB Surakarta.
- Jogiyanto, HM. 2010. *Metodologi Penelitian Bisnis*. BPFE. Yogyakarta.Sugiyono. 2009. *Metode Penulisan Bisnis*. Cetakan keempat belas. Alfabeta, Bandung.
- Kumar, V & Pansari, A. (2014), “The Construct, Measurement, and Impact of EmployeeEngagement: a Marketing Perspective” Springer Science+Business Media New York 2014 Published online: 15 January

- Kotler, Philip. (2007). *Manajemen Pemasaran, Analisis Perencanaan, Pengendalian*, Prentice Hall, Edisi Bahasa Indonesia, Jakarta: Salemba Empat
- Kotler, Philip and Kevin Lane Keller. (2009). *Manajemen Pemasaran*. Penerjemah B. Molan. Jilid 1. Edisi Ketiga Belas. Jakarta: PT Indeks Kelompok Gramedia.
- Lawer, Christopher & Simon K. (xxxx), “Customer advocacy and brand development. *Journal of Product & Brand Management*”, Vol. 15, No. 2, pg. 121–129.
- Louden & Della Bitta. 1984. *Consumer Behavior : Concept and Application*.
- Mäkeläinen, Sami I. (2006), “From B2C to C2C e-commerce,” University of Helsinki Department of Computer Science (May 2006), pp. 1-14.
- Margono. 2010. *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- MujiasihE & Ratnaningsih, Ika Z (2011), “Kepemimpinan Transformasional dan *Employee Engagement*”, 23-24.
- Nariswari R & Iriawan N. (2012). “Analisis Pengaruh Kualitas Layanan, Kepuasan Pelanggan, dan Kepercayaan terhadap Loyalitas Pelanggan *Flexi Mobile Broadband* di Wilayah Surabaya dengan Pendekatan SEM Bayesian”. *JURNAL SAINS DAN SENI ITS* Vol. 1, No. 1, (Sept. 2012) ISSN: 2301-928X D-248
- Nessim Hanna, Richard Wozniak, (2001). “Consumer Behavior: An Applied Approach *Grandes Novelistas* Prentice Hall *learning on the Internet partnership : PHLIP*” Prentice Hall.
- Nugroho, B.A. 2005. *Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS*. Penerbit: Andi, Yogyakarta.
- Nugraheni, C I, (2012). “ Pengaruh customer engagement melalui media sosial terhadap kepercayaan merek (Studi pada facebook sunsilk Indonesia)”
- Panasea, Gede N O & Suprapti, Ni W S. (2013). “Peran kepuasan dalam memediasi pengaruh komunitas merek terhadap loyalitas pengguna harley-davidson di kota Denpasar” FE Unif Udayana (Unud), Bali, Indonesia.

- Paul, Pallab, (1996). "Marketing on the Internet," *Journal Of Consumer Marketing*, 13:27-39.
- Puspitasari, M G & Edris M. (2011). "Pengaruh Kualitas Layanan terhadap Loyalitas Dengan Mediasi Kepuasan Pasien Rawat Inap pada Keluarga Sehat Hospital Pati". *Analisis Manajemen* Vol. 5 No. 2 Desember 2011.
- Prasetyo, K A. (2012), "Analisis Pengaruh Kualitas Layanan, Citra Dan Kepercayaan Terhadap Loyalitas Pelanggan (Studi Empiris Pada Klepu mitra kaca Cuci Motor Mijen di Kecamatan Mijen Kota Semarang)". Universitas Semarang.
- Pressey, A.D. & Mathews, B.P. (2000) "Barriers to relationship marketing in consumer retailing", *Journal of Services Marketing*, 14(3): 272-286.
- Rimbani, et al & Setyanto G T. (2014). "Relasional dan Pengaruhnya terhadap Kepuasan Pelanggan (Kajian Empiris pada Pelanggan Bisnis Ritel di Kota Surakarta)". Seminar Nasional dan Call for Paper (Sancall 2014): ISBN: 978-602-70429-1-9 *Research Methods and Organizational Studies* Hlm. 56-63
- Sa'adah J, Rohman F & Rofiaty. (2011) "Pengaruh *Service Quality* terhadap *Satisfaction*, *Trust*, dan *Loyalitas* dalam Membentuk *Word Of Mouth* (Studi Pada Resto Di Kota Tuban)" July 14th 2011
- Schneider, B, Macey, W H, & Barbera K M. (2009), "Driving Customer Satisfaction and Financial Success Through Employee Engagement". *Harrah's Entertainment. Inc. Volume 32, Issue 2*
- Schaufeli, et.al. (2002). Burnout and engagement in university students: A Cross- National Study. *Journal of Cross-Cultural Psychology*, 33 (5), 464-481
- Schiffman, Leon. And Kanuk, Leslie Lazar. 2004. *Perilaku Konsumen* (edisi ketujuh). PT. Indeks, Jakarta.
- Senjaya V, Samuel & Dharmayanti, D. "Jurnal Manajemen Pemasaran Petra Pengaruh Customer Experience Quality Terhadap Customer Satisfaction & Customer Loyalty di Kafe Excelso

Tunjungan Plaza Surabaya: Perspektif B2C” Jurusan Manajemen Pemasaran, Universitas Kristen Petra

- Setiawan M B & Ukudi. (2007). “Pengaruh Kualitas Layanan, Kepercayaan Dan Komitmen Terhadap Loyalitas Nasabah ( Studi Pada Pd. Bpr Bank Pasar Kendal)”. *Jurnal Bisnis dan Ekonomi (JBE)*, , Vol. 14, No.2, Hal. 215-227
- Singh, Harkiranpal. (2006), “The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention”. *Asia Pacific University College of Technology &*
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2011). *Metode Penelitian Pendidikan*. Alfabeta, Bandung.
- Suliyanto. (2012). *Metode Riset Bisnis*. Andi, Yogyakarta.
- Sukmadinata, N S. (2011). *Metode Penelitian Pendidikan*. Bandung: Remaja Rosdakarya.
- Surapranata*, Sumarna. (2004) . Bandung: Remaja Rosdakarya.Innovation Technology Park Malaysia.
- Susanta,Taher A, Idrus M.S., & Nimran, Umar. (2013), “The Effect of Relationship Quality on Customer Advocacy: The Mediating Role of Loyalty” *IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 10, Issue 4 (May. - Jun.), PP 41-52*
- Tax, S.S., Brown, S.W. and Chandrashekar, M. (1998), “Customer evaluation of service complaint experiences: implications for relationship marketing”, *Journal of Marketing*, Vol. 62, April, pp. 60-76.
- Thoha, Miftah. 1990. *Kepemimpinan dan Manajemen. Suatu Pendekatan Perilaku*. Bandung : Sinar Baru.
- Tripathi, M.N. (2009), “Customer Engagement-Key to Successful Brand Building”. *XIMB Journal of Management*, 131-140.

- Ukudi&Setiawan M B. (2007). “Pengaruh Kualitas Layanan, Kepercayaan dan Komitmen terhadap Loyalitas Nasabah ( Studi Pada Pd. Bpr Bank Pasar Kendal)”. *Jurnal Bisnis dan Ekonomi (JBE)*, September 2007, Hal. 215-227, ISSN: 1412-3126. Vol. 14, No.2.
- Utama A P. (2012), “Upaya Meningkatkan Keberhasilan *Trust* dan Reputasi Bisnis Melalui *Consumer-To-Consumer (C2c) E-Commerce*”
- Wahyuni, Sri dan Abd. Syukur Ibrahim. 2012. *Asesmen Pembelajaran Bahasa*. Bandung : Refika Aditama.
- Walz, A. M. & Celuch, K. G. (2010). The Effect of Retailer Communication on Customer Advocacy: The Moderating Role of Trust. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 23, 95-110.
- Wang, Alex. (2006), “Advertising Engagement: A Driver of Message Involvement on Message Effects”. *Journal Of Advertising Research*
- Wansoo , C O& Gwinner, K P. (2010), “The antecedent role of customer-to-employee relationships in the development of customer-to-firm relationships”, *The Service Industries Journal* Vol. 30, No. 7, July, 1139–1157
- WuryantoB A. (2007), “Analisis faktor-faktor yang mempengaruhi kinerja word-of-mouth Marketing (wom) Studi Pada Hungry Buzz Diner Semarang” Program Studi Magister Manajemen Universitas Diponegoro Semarang