

DAFTAR PUSTAKA

- A.Gima Sugiama, (2008), *Metode Riset Bisnis dan Manajemen*, Bandung: Guardaya Intimarta
- Amirullah,. 2002. *Perilaku Konsumen*. Penerbit : Graha Ilmu. Yogyakarta.
- Barney, J. B. 1991. *Firm Resource And Sustained Competitive Advantage. Journal Of Management*. 17 (1): 99 – 120
- Barry J. Babin, Yong-Ki Lee, Eun-Ju Kim, Mitch Griffin (2005) “ *Modeling Consumer Satisfaction And Word Of Mouth Communication: Restorant Petronage Korea*” *Journal of Servive Marketing* Vol.19 pp 133-139
- Basu Swastha Dharmmesta dan T. Hani Handoko.(2000). *Manajemen Pemasaran, Analisa Perilaku Konsumen*.Yogyakarta : BPFE – Yogyakarta
- Bontis, Nick., Booker, D. Lorne., and Serenko, Aleksander. 2007. *The Mediating Effect of Organizational Reputation on Customer Loyalty and Service Recommendation in the Banking Industry. Management Decision* Vol. 45 No. 9 pp. 1426 - 1445
- Chun, R. (2005). “*Corporate reputation: meaning and measurement.*”*International Journal of Management Reviews*. 7(2), 91-109
- Dowling, Grahame. 2001. *Creating Corporate Reputation, Identify, Image and Performance*. New York: Oxford University Press.
- Elcom.(2010). *Seri Belajar Kilat SPSS 18*. Yogyakarta: Penerbit Andi
- Engel, FJ., (2001), *Consumer Behaviour, 9th Edition*. Harcourt, Orlando
- Fandy Tjiptono, *Manajemen Jasa*, Penerbit Andi Yogyakarta 2000. Handoko Hani T. *Manajemen edisi 2*.Yogyakarta : Penerbit BPFE
- Giese & Cote.(2000). *Academy of Marketing Science Review.Defining Consumer Satisfaction.* Vol 2000 No. 1 Available :<http://www.amsreview.org/articlesgiese01-2000.pdf>
- Gilbert, David. 2003. *Retailing Marketing Management. 2th Edition*. England, Edinburgh Gate : Pearson Educated Limited.
- Hair, J.F. JR., Anderson, R.E, Tatham, R.L. & Black, W.C. (2006).*Multivariate Data Analysis. Six Edition*. New Jersey : Pearson
- Hall, R. (1992) *The Strategic Analysis of Intangible Resources*. Strategic Management Journal, 13 (2), pp 135-44
- Jalaluddin Rakhmat,Psikologi Komunikasi,Bandung 2004
- Jogiyanto Hartono, 2013. “*Teori Portofolio dan Analisis Investasi*”, BPFE. Yogyakarta, Edisi Kedelapan, Yogyakarta
- Kotler, P.(2005). *Manajemen Pemasaran* , Indonesia. PT. INDEKS Kelompok Gramedia
- Kotler dan Keller, (2012).*Marketing Management Edisi 14, Global Edition*.Pearson Prentice Hall.
- Kotler dan Armstrong (2004), *Prinsip-Prinsip Marketing, Edisi Ketujuh*, Penerbit Salemba Empat, Jakarta
- Kotler, Philip, (2000), *Manajemen Pemasaran*, PT. Prenhallindo, Jakarta.
- Larkin, Judy. 2003. *Strategic Reputation Risk Management*. Palgrave Macmillan, New York

- Leonard J. Ponzi, Charles J. Fombrun, Naomi A. Gardberg (2011) “*RepTrak™ Pulse: Conceptualizing and Validating a Short-Form Measure of Corporate Reputation*” *Journal Reputation Review*
- Luis V. Casalo, Carlos Flavian and Miguel Guinaliu (2008) .“*The role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services*”. *The International Journal of Bank Marketing* Vol. 26 No. 6, 2008 pp. 399-417
- Lupiyoadi, Hamdani. 2006. *Manajemen Pemasaran Jasa, Edisi Kedua*. Jakarta : Penerbit Salemba Empat
- Maden C, Arian E, Telci E.E., Kantur D. (2012).“*Linking corporate social responsibility to corporate reputation: a study on understanding behavioral consequences*”*8th International Strategic Management Conference*
- Magnus Söderlund (1998) “*Customer satisfaction and its consequences on customer behaviour revisited*” *International Journal of Service Industry Management*, Vol. 9 No. 2, 1998, pp. 169-188.
- Mar’at. 1992. *Sikap Manusia: Perubahan Serta Pengukurannya*, Jakarta: Gramedia Media Sarana.
- Miftah, Thoha, 2003. *Prilaku Organisasi Konsep dasar dan aplikasinya*, Jakarta; Raja Grafindo Persada
- Mittal, Vikas and Wagner A. Kamakura (2001) “*Satisfaction and repurchase behavior: The moderating influence of customer and market characteristics,*” *Journal of Marketing Research* Vol 38 (1), 131-42.
- Nasution, M.N. (2004). *Manajemen Jasa Terpadu*. Jakarta: PT Ghalia Indonesia
- Nugroho J Setiadi. (2008). *Business Economics and Managerial Decision Making : Aplikasi Teori Ekonomi dan Pengambilan Keputusan Manajerial Dalam Dunia Bisnis*. Jakarta : Kencana Prenada Media Group
- Nugroho. 2005. *Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS*. Yogyakarta : ANDI.
- Parasuraman, A, Zeithamal V.A, dan Berry Leonard L, 1988.*SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*, *Journal of Retailing*, Vol. 64 Number 1, Cambridge.
- Peter dan Olson, 1996, *Perilaku Konsumen dan Strategi Pemasaran*. D. Sihombing (penerjemah). *Consumer Behavior*, Gelora Aksara Pratama, Jakarta
- Rameeza Ejaz, Mirza Ashfaq Ahmed, Zahoor Ahmad, 2013. *Impact of CRM Practices on Customers’ Behaviors*, *International Journal of Business and Management Invention*
- Riduwan (2010), *Skala Pengukuran Variabel-Variabel Penelitian*, Alfabeta, Bandung
- Rosen, Emanuel terj, Zoelkifli Kasip.2004.*Kiat Pemasaran dari Mulut ke Mulut*.Jakarta : PT Elex Media Komputindo.
- Schiffman, Leon G dan Kanuk, 2008.*Consumer behavior*, Prentice Hall International
- Sernovizt, Andy. 2009. *Word Of Mouth Marketing : How Smarts Companies People Talking*. Chicago :Kaplan Publishing.

- Shahsavari Azam, Faryabi Mohammad, 2013. *The Effect of Customer-Based Corporate Reputation on Customers' Citizenship Behaviors in Banking Industry*, *Research Journal of Applied Sciences, Engineering and Technology*
- Simamora, B. 2002. *Panduan Riset Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Sugiyono. 2003. *Metode Penelitian Bisnis*. Bandung: CV Alfabeta
- Sugiyono, 2012. *Metode Penelitian Kuantitatif, Kualitatif Dan Kombinasi (Mixed Methods)*. Bandung : Alfabeta.
- Suliyanto. 2009. *Metode Riset Bisnis. Edisi Kedua*. Yogyakarta : Andi
- Sunjoyo, Setiawan R., Carolina V., Magdalena N. Dan Kurniawan A. 2013. *Aplikasi SPSS untuk Smart Riset*. Bandung.: Alfa Beta
- Sutisna. 2002. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung : RemajaRosdakarya.
- Tjiptono, Fandy, (2005), *Prinsip-prinsip Total Quality Service - TQS*, Andi, Yogyakarta.
- Tor Wallin Andreassen (1994) "Satisfaction, Loyalty and Reputation as Indicators of Customer Orientation in the Public Sector" *International Journal of Public Sector Management*, Vol. 7 No. 2, 1994, pp. 16-34
- Wilkie, William L. 1994. *Consumer Behavior*. New York: Third Edition, Jhon Wiley & Sons Inc
- Yusoff, M. S. B., 2012. *The Dundee ready Educational Environment Measure: A Confirmatory Factors Analysis in a Sample of Malaysian Medical Students*. *International Journal of Humanities and Social Science* Vol 2 (16): 313- 321.
- Winahyu, Dasanti Jiwaning. 2012. *Analisis Pengaruh Persepsi Harga, Kualitas Produk Dan Daya Tarik Iklan Terhadap Minat Beli Air Minum Axogy (Studi Kasus Pada Pengguna Air Minum Kota Magelang Jawa Tengah)*. Fakultas Ekonomika Dan Bisnis Universitas Diponegoro Semarang. Skripsi.
- Woy, Meigy A.D., Madey, S., & Soepeno, D. 2014. *Kualitas Produk, Strategi Harga, Promosi pengaruhnya Terhadap Keputusan Pembelian Motor Honda Pada PT. Nusantara Surya Sakti Manad*. *Jurnal EMBA*, Vol 1 (No 3), Hal 1483 – 1494
- Zeithaml, Valerie A. and Mary Jo Bitner, (2000), "Service Marketing," *Integrating Customer Focus Across the Firm, International Edition, Second Edition*, mcGrow-Hill Higher Education, USA
- Pelayanan Perusahaan Daerah Air Minum. [Online]. Tanggal akses 2 November 2009.
- Zeithml, V.A., Berry, L.L., & Parasuraman, A. 1998. *The Behavioral Consequences Of Service Quality*. *Journal of Marketing*.