

## DAFTAR PUSTAKA

Arikunto, Suharsini (1996), *Prosedur Penelitian Suatu Pendekatan Praktek*, Edisi Revisi, PT. Rineka Cipta Jakarta.

Bergman BO., Klefsjo Bengt (1994), *Quality from customer needs to customer satisfaction*, Mc Graw-Hill, London.

Cooper dan Emory (1999), *Metode Penelitian Bisnis*, edisi kelima, Jilid 1. Penerbit Erlangga Jakarta.

Day, George.S, (1999) *Market Driven Strategy, Processes for Creating Value*, Simon & Schuster Inc, New York.

Dick.A & Basu.K. (1994) *Customer Loyalty, towards an Integrated Frame Work*, Journal of the Academy of Marketing Science, Vol 22, pp: 99-113

Engel. James.F, (1990) *Consumer Behavior*, 6 ed, p:3

Engel. J.F. R Blackwell. And C. Minnard. (1995), *Consumer Behaviour*, eight editions. The Dryden Press Forth Worth

Fandy Tjiptono (2002) *Manajemen Jasa*, edisi kedua, Yogyakarta. Penerbit Andi.

Guenzi. Paolo and Pelloni. Ottavia (2004), *Impact Interpersonal Relationshipa on Customer Satisfaction and Loyalty To The Service Provider*, Journal of service Industry Management, vol. 15, issue 4, 2004

Gunawan, Ridwan (2001), "The Short Analysis of Motorcycle's Market and Industries in Indonesian for the year 2000 and January-April 2001", *Analysis 2000 plus*, Jakarta, May 20.

Hair, J.F. Jr., Anderson, R.E., Tatham, R.L., Black, W.C., (1998), *Multivariate Data Analysis*, Fifth Edition, New Jersey: Prentice Hall, Inc.

Indriantoro dan Supomo (1999), *Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen*, Edisi Pertama, BPFE- Yogyakarta, Yogyakarta.

Lovelock, C.H. and L.K. Wright (1999), *Principles of Service Marketing and Management*, Prentice Hall, New Jersey

Keegan, Warren J. (2002), "*Global Marketing Management*", New Jersey: Prentice Hall

Knowles, Tim (1996), *Corporate Strategy for Hospitality*, Longman House, Burnt Mill, Harlow Essex CM20 2 JE, England

Kotler, Philip (2003), "*Marketing Management*", Eleventh Edition, New Jersey: Prentice Hall.

Malhotra, Naresh K. (2004), *Marketing Research: An Applied Orientation*, Fourth Edition, New Jersey: Prentice Hall.

Oliver Richard L (1997), *Satisfaction*, McGraw-Hill, New York.

Parasuraman.A, Berry.L & Zeithaml.V, (1985) *A Conceptual Model of SQ and its Implications for Future Research*, Journal of Marketing, Vol 49, Fall, pp: 41-50

Rangkuti, Fredy (2002), *Measuring Customer Satisfaction*, PT. Gramedia Pustaka Utama, Jakarta

Rust, Roland T., Anthony J. Zahorik, Timothy L. Keiningham (1996), *Service Marketing*, Harper Collins.

Santoso dan Tjiptono (2002), *Riset Pemasaran, Konsep dan Aplikasi dengan SPSS*, PT. Elex Media Komputindo, Jakarta.

Schiffman, Leon G. & Leslie Lazar Kanuk (2004), "*Consumer Behavior*", International Edition, New Jersey: Prentice Hall.

Santoso, Singgih (2004), "SPSS – Statistik Multivariat", Penerbit PT Elek Media Komputindo Kelompok Gramedia, Jakarta.

Stanton, W.J., Etzel, M. J. & Walker, B. J.(1991), *Fundamentals of Marketing*, 8<sup>th</sup> Edition, McGraw- Hill Book Co, USA.

Suratno dan Lincoln, Arsyad (1993), *Metodologi Penelitian untuk Ekonomi dan Bisnis*, UPP Akademi Manajemen Perusahaan YPKM, Yogyakarta.

Tam. Jackie L.M. and Wong Y.H. (2001), "Interactive selling : a dynamic framework for services", *Journal of Service Marketing*, vol. 15. 2001. pp 3/9.396. MCB University Press. 088/6015

Tucker, Jeffrey (1999), "Learning From Web Commerce", *The Free Market*, vol 17, no 7

White, Abigail (1999), "The Consumer is King", *Business New Haven*, 5-3-1999

Yarnest (2004), "*Panduan Aplikasi Statistik Dengan Menggunakan SPSS Versi 11.0*", Malang: Penerbit DIOMA.

Yazid (2003), *Pemasaran Jasa, Konsep dan Implementasi*, edisi kedua, EKONSIA, Yogyakarta

Zeithmal, Valerie A., Mary Jo Bitner (2003), *Service Marketing*, McGraw - Hill International Edition, USA.

**Sumber Lainnya:**

- <http://www.kontan-online.com/astra-honda.htm>; Kontan, No.23, Tahun X,  
13 Maret 2006
- <http://www.astra-honda.com/AHASS/astra-honda/index.php-fuseaction=jaringan.main&idbiz=H2.htm>