

DAFTAR PUSTAKA

1. Kotler, Philip, "*Manajemen Pemasaran*", edisi Milenium ke 2, PT Prenhallindo, Jakarta.
2. Tjiptono, Fandy, "*Manajemen Jasa*", Andi Offset, Yogyakarta, 2004.
3. Usmara, A, "*Strategi Baru Manajemen Pemasaran*", Amara Books, Jogjakarta, 2003
4. R.S. Woodworth&Donald Marquis, "*Psychology*", Henry Holt Co, New York, 1985
5. Rangkuti, Freddy, "*Measuring Customer Satisfaction*", PT Gramedia Pustaka Utama, Jakarta, 2003
6. Payne, Andrian, "*Service Marketing PEMASARAN JASA*" , Andi Offset, Bandung, 1993
7. Sugiono, "*Metode Penelitian Administrasi*", CV Alfabeta, Bandung, 2003.
8. J, Supranto, MA., "*Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*" , PT. Rineka Cipta, 2001
9. Kotler, Philip, "*Manajemen Pemasaran*", edisi Milenium ke 1, PT Prenhallindo, Jakarta.
10. Santoso, Singgih.; "*Mengatasi Berbagai Masalah Statistik Dengan SPSS 10* ", Penerbit PT Elex Media Komputindo Gramedia, Jakarta, 2002.
11. Walpole, Ronald E.; "*Pengantar Statistika* ", Edisi ke – 3, Penerbit PT Gramedia Pustaka Utama, Jakarta, 1990.
12. Peter Paul J., Olsen C. Jerry, "*Perilaku Konsumen dan Strategi Pemasaran*", Edisi ke-4, Penerbit Erlangga, Jakarta, 2000.
13. Lovelock,Christopher.2002."*Service Marketing In Asia*".Prentice Hall Inc Singapore.
14. Kotler,Philip.2003."*Marketing Management, 11th Edition*".Prentice Hall.Inc.New Jersey.

15. Gronroos, C.1992. **“Service Management and Marketing.Lexington Books”** .Massachusetts,Toronto
16. Tjiptono, Fandy. **“Manajemen Jasa”**. Penerbita Andi Offset, Yogyakarta, 2002.
17. Zeithaml, Valarie A. and Bitner, Mary Jo. **“Service Marketing. McGraw Hill Inc, Int’l Edition”**, New York, 2002.
18. Parasuraman, Valarie A. Z. and Berry. **“Delivering Service Quality. Mc Milan”**, New York, 2002.
19. Op.cit.
20. Zeithaml,Valarie A and Bitner, M.J.2003.”**Service Marketing”**.Tata McGraw-Hill.
21. Schiffman, Leon. G and Kanuk, Leslie Lazar.2004.”**Consumer Behavior 8th edition”**. Pearson Prentice Hall.
22. Rangkuti,Freddy.2002.”**Measuring Customer Satisfaction”**.Gramedia Pustaka Utama.