

DAFTAR PUSTAKA

- Asikin, S. (2003). Laki-laki Metroseksual. Suara Merdeka, 15 Juni 2003 diakses dari <http://www.suaramerdeka.com/harian/0306/15/nas7.htm> pada tanggal 10 September 2013.
- Barnes, James G. 2003. Secrets of Customer Relationship Management. Rahasia Manajemen Hubungan Pelanggan. Alih Bahasa Andreas Winardi. Yogyakarta : Andi Offset.
- Bolton, Ruth N, Kannan, and Bramlett. (2000). Implications of Loyalty Program Membership and Service Experiences for Customer Retention and Value. *Journal of the Academy of Marketing Science*. Volume 28, No.1, pages 95-108.
- Ellys, S., dan Endo, W. (2008). Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan di Laundry 5Asec Surabaya. *Jurnal Manajemen Perhotelan*, VOL. 4, NO. 2, September 2008: 45-57.
- Engel, J. F., Blackwell, R. D. & Miniard, P. W. (1995). Customer Behavior , 8th Edition. The Dryden Press, Harcourt Brace College Publishers.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1990), *Consumer Behavior*, 6th ed., The Dryden Press, Chicago, IL.
- Engel, James F., Roger D. Blackwell, Paul W. Winiard. 1994. Costumer Behaviour, Eight Edition, Orlando: The Dryden Press.
- Tjiptono, F. (2002). *Manajemen Jasa*. Cetakan II. Yogyakarta: Andi Offset.
- Fornell, John E and Wernerfelt. (2002). *Customer Relations & Rapport: Professional Development Series*. South Western Thomson Learning: Australia.

- Ghozali, Imam. 2006. “*Aplikasi Analisis Multivariate Dengan Program SPSS*”. Semarang : Badan Penerbit Undip.
- Hair et al., (1998), *Multivariate Data Analysis*, Fifth Edition, Prentice Hall, Upper Saddle River : New Jersey.
- Hadioetomo (2009). Analisis Kualitas Layanan yang Mempengaruhi Kepuasan Pelanggan serta Dampaknya terhadap *Behavioral Intentions*. *Universitas Pembangunan Nasional “Veteran” Yogyakarta*. Vol. 3(2): 113-122, 2009.
- Johnson and Gustafsson (2000) “The Effect of Satisfaction and Loyalty on Profits and Growth – Product versus Services.” *Total Quality Management Journal* 11 (7), pp917-927.
- Johnson, D.M., (1997). *Customer Orientation and Market Action*. Englewood Cliffs, New Jersey: Prentice Hall International Inc.
- Jogiyanto (2010). *Metodologi Penelitian Bisnis*, Edisi Pertama. BPFE: Yogyakarta.
- Kapferer, J-N. & Laurent, G. (1993). Further Evidence on the Consumer Involvement Profile: Five Antecedents of Involvement. *Journal of Marketing Research*, 22 (February), 41-53.
- Kotler, Philip, (1994). *Marketing Management: Analysis, Planning, Implementation and Control*, (8nd) ed, International Edition, Englewood Cliffs, New Jersey: Prentice Hall Inc.
- Kotler, Philip & Armstrong, Gary, 2004, *Principles of Marketing*, Tenth Edition, Pearson Prentice Hall , New Jersey.
- Kotler, Philip & Kevin Lane Keller (2006) “*Marketing Management*” Twelfth Edition, Pearson Kotler, Philip. 2001. *Manajemen Pemasaran di Indonesia Edisi Bahasa Indonesia*. Jakarta: PT. Salemba Empat.
- Kotler, Philip, 2000. *Manajemen Pemasaran*, Edisi Milinieu, Edisi Kesepuluh Edisi Bahasa Indonesia, PT. Prenhallindo, Jakarta.

- Kotler, P. (1997). *Marketing Management : Analysis, Planning, Implementations, and Control* , 9th Edition. Engle Wood Cliffs, N. J.: Prentice Hall International.
- Kotler, P., Bowen, J. & Makens, J. (1999). *Marketing for Hospitality Anf Tourism*, (International ed), Prentice Hall. New Jersey: Prentice Hall Int, Inc.
- Kotler, Philip, and Amstrong Gary, (1996). *Principles of Marketing*, (9nd) ed, Englewood Cliffs, New Jersey: Prentice Hall Int, Inc.
- Kotler Philip, 2007, *Manajemen Pemasaran* :Penerbit Airlangga, Jakarta
- Koentjaraningrat. 1991. *Metode Penelitian Masyarakat*. Jakarta : Universitas Indonesia (UI-Press)
- Lupiyoadi (2001). *Manajemen Pemasaran Jasa Teori dan Praktik Rambat* Lupiyoadi, Jakarta: Salemba Empat, 2001 xix, 245 hlm. ilustrasi 26 cm.
- Lovelock, Christopher H., 1994. *Managing Service: Marketing, Operations, and Human Resources*, London: Prentice Hall International, Inc.
- Mudie, Peter and Angela Cottam, *The Management and Marketing of Services*, Butterworth-Heinemann Ltd, Oxford, 1993.
- Nasution, M.N., 2005. *Manajemen Mutu Terpadu (Total Quality Management) Edisi Kedua*. Ghalia Indonesia, Bogor.
- Neuman, W. L. (2000). *Social Research Methods: Qualitative and Quantitative Approaches* (4th ed.). Boston: Allyn and Bacon.
- Nugroho. 2005. *Analisis dan Perancangan Sistem Informasi Dengan Metodologi Berorientasi Objek*. Informatika. Bandung.
- Oliver, R. L. (1999). Whence customer loyalty? *Journal of Marketing*, 63, 33–44.

- Parasuraman, A., Zeithaml, V. A. dan Berry L. L., 1988, SERQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*. 64 (1): 12-40.
- Peppard, J., dan Rowland, P., (1995), *The Essence of Business Process Re-engineering*, diterjemahkan oleh Fandi Tjiptono, Edisi Pertama, Cetakan Pertama, Penerbit Andi Offset, Yogyakarta
- Rangkuti, Freddy, 2002. *Measuring Customer Satisfaction: Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan Plus Analisis Kasus PLN-J*. Gramedia Pustaka Utama. Jakarta.
- Reichheld, F. F. (1996), "Learning from Customer Defections", *Harvard Business Review*, Vol. 74, March-April, pp. 56-69.
- Soetjipto (1997). *Pengembangan Bisnis*, BPFE, Yogyakarta.
- Suliyanto (2006) , *Metode Riset Bisnis*, Penerbit Andi, Yogyakarta
- Stanton, J. M. (2001). *Journal of Statistics Education* Volume 9, Number 3.
- Suamiki, Ni Nyoman. 2000. Analisis Kualitas Pelayanan Dalam Mempengaruhi Kepuasan Konsumen Rumah Sakit Bersalin di Kotamadya Banjarmasin. *Tesis*. Tidak Diterbitkan. Malang : Program Pasca Sarjana Universitas Brawijaya.
- Sugiyono (2011). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: CV Alfabeta.
- Sugiyono (1999). *Statistika Untuk Penelitian*. Bandung : CV Alfabeta.
- Sekaran, U. 2003. *Research Methods for Business : A Skill Building Approach* 2nd Edition, John Wiley and Son. New York.
- Tjiptono, F. (2004). *Manajemen Jasa*. Penerbit Andi. Yogyakarta.

- Tse, D. K. & Wilton, P. C. (1988). Models of Consumers Satisfaction Formation: An Extension. *Journal of Marketing Research*: 204 – 212.
- Tri, J.H. (2010). Analisis Pengaruh Kualitas Pelayanan Jasa Perbankan terhadap Kepuasan Nasabah. Study Kasus Pada PD. BPR Bank Jogja. Program Magister Manajemen : Universitas Gunadarma.
- Wulf, K., Schroder, O.G. and Lacobucci, D. (2001), “Investments in Consumer Relationships: a Cross-country and Cross-Industry Exploration”, *Journal of Marketing*, Vol. 65 No. 4, pp. 33-50.
- Yenti, D.S. (2011). Pengaruh Kualitas Layanan terhadap Kepuasan Nasabah Produk Tabungan Britama pada PT. Bank Rakyat Indonesia (Persero) TBK Cabang A. Yani Makassar. Fakultas Ekonomi Jurusan Manajemen : Universitas Hasanuddin Makassar.
- Zeithaml, V. A., Berry, L.L. & Parasuraman, A. (1996). The Behavioural Consequences of Service Quality. *Journal of Marketing Management*, 60 (No. April), 31-46.