

DAFTAR PUSTAKA

- Aaker, David A. Kumar, V. Leone, Robert. Day, George S. 2012. *Marketing Research*. 11th Edition. New York: Wiley Global Education.
- Arikunto, Suharsimi. 2013. *Prosedur Penelitian: Suatu Pendekatan Praktek*. Edisi Revisi. Jakarta: Rineka Cipta.
- BPS Kota Bandung. 2014. *Proyeksi Sensus Penduduk Tahun 2014*.
- Gerson, Richard.F. 2004. *Mengukur Kepuasan Pelanggan*. Jakarta: PPM.
- Hafeez, S. Muhammad, B. 2012. The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan. *International Journal of Business and Social Science* Vol. 3 No. 16 [Special Issue – August 2012]
- Kotler, Philip. 2005. *Manajemen Pemasaran*. Edisi Kesebelas. Jakarta: Indeks, Kelompok Gramedia.
- Kotler, Philip. Keller, K. Lane. 2012. *Manajemen Pemasaran*. Edisi Keempatbelas. Jakarta: Indeks, Kelompok Gramedia.
- Magdalena. 2014. *Pertumbuhan Pelanggan di Sektor Seluler*. Asosiasi Telepon Selular Indonesia (ATSI)
- Mardalis, Ahmad. 2005. Meraih Loyalitas Pelanggan. *BENEFIT: Jurnal Manajemen dan Bisnis*, Vol. 9, Desember 2005.
- Malhotra, Naresh K. 2010. *Marketing Research: An Applied Orientation*. 6th Edition. Prentice Hall, London.
- Mohsan, F. Nawaz, M.M. Shan, M.S. Shaukat, Z. Aslam, N. 2011. Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan. *International Journal of Business and Social Science* Vol. 2 No. 16; September 2011.
- Morgan, R.M. Hunt, S.D. 1994. The Commitment-Trust of the Relationship Marketing. *Journal of Marketing*. July, Vol. 58, No.3.
- Mowen, J.C. Minor, M. 2001. *Consumer Behavior*. Jakarta: Erlangga.
- Peter, J. Paul. Olson, Jerry C. 2010. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Erlangga.

- Ramaseshan, B. Evanschitzky, H. Johnston, M. 2008. Mediating Effect of Program Loyalty on the Relationships between Value Perception and Relationship Investment on Customer Loyalty. *ANZMAC*.
- Riduwan. 2009. *Metode dan Teknik Menyusun Proposal Penelitian*. Bandung: Alfabeta.
- Sedarmayanti, Hidayat S. 2011. *Metodologi Penelitian*. Bandung: Mandar Maju.
- Sekaran, Uma. Roger Bougie. 2010. *Research Methods for Business: A Skill-Building Approach*. 5th Edition. John Wiley and Sons, New York.
- Sharp, B. Sharp, A. 1997. Loyalty Programs and Their Impact on Repeat-Purchase Loyalty Patterns. *International Journal of Research in Marketing* 14 (No. 5).
- Siddiqi, K. Omar. 2011. Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh. *International Journal of Business and Management* Vol. 6, No. 3; March 2011
- Sutisna. 2004. *Perilaku Konsumen & Komunikasi Pemasaran*. Bandung: Remaja Rosdakarya.
- Yamit, Zulian. 2004. *Manajemen Kualitas: Produk dan Jasa*. Yogyakarta: Ekonisia.
- Telkom Indonesia. 2015. *Laporan Tahunan PT. Telekomunikasi Indonesia Tahun 2014*. <<http://www.telkom.co.id/assets/uploads/2013/05/AR-TELKOM-2014-BAHASA.pdf>>
- Tharenou, P. Saks, A.M. Moore, C. 2007. A review and critique of research on training and organizational-level outcomes. *Human Resource Management Review*, 17.
- Yamit, Zulian. 2004. *Manajemen Kualitas: Produk dan Jasa*. Yogyakarta: Ekonisia.