

DAFTAR PUSAKA

- Adelake, A. & Aminu, S. A. (2012). The Determinants of Customer Loyalty in Nigeria's GSM Market. *International Journal of Business and Social Science* Vol. 3 No. 14
- Akbar, M. Muzahid, & Parvez, N. (2009). Impact of service quality, trust, and customer satisfaction on consumer loyalty, *ABAC Journal*, Vol. 29, No. 1
- Amryyanti, R, Sukaatmadja, I.P.G, & Cahya, K. N. (2013). Pengaruh Kualitas Layanan, Produk dan Kewajaran Harga Terhadap Kepuasan dan Loyalitas Pelanggan Pada LnC Skin Care Singaraja. *Jurnal Ekonomi dan Bisnis*. 02. (01). 22-29.
- Aryani, D., & Rosinta, F. (2010). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi Dan Organisasi*, Vol. 17, No. 2
- Bahar, Taslim., Tamin, Ofyan., Kusbiantoro, B.S., & Frazila, R.. (2009). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Penggunaan Moda Angkutan Umum Informal (Studi Kasus Ojek Sepeda Motor). *Jurnal Simposium XII FSTPT*
- Bedi, M. (2010). An Integrated Framework for Service Quality, Customer Satisfaction and Behavioral Responses in Indian Banking Industry-aComparison of Public and Private, *Journal of Services Research*, Vol. 10 No. 1, pp. 157-172.
- Bagozzi, R.P. and Yi, Y. (1988), "On the evaluation of structural equation models", *Journal of the Academy of Marketing Science*, Vol. 16 No. 1, pp. 74-94.
- Buchory, H.A., & Saladin, D. (2010). *Manajemen Pemasaran*. (Teori Aplikasi dan Tanya Jawab). Penerbit Linda Karya. Bandung.
- Chang, H. H., Wang, Y. A., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management and Business Excellence*, 20(4)
- Caruana, A. (2002). Service Loyalty The Effects of Service Quality and The Mediating Role of Customer Satisfaction. *European Journal of Marketing*, 36.
- Colin (2003). Partitioning country-of-origin effects: Consumer evaluations of a hybrid product. *Journal of International Business Studies*
- Crosby, Lawrence A., Evans, K. R., & Cowles, D. (1990), "Relationship quality in services selling: An Interpersonal Influence perspective," *Journal of Marketing*, 54 (July), 68-81
- Darsono L. I., & Wellyan, A.Y. (2007). Kontribusi perceived service quality, trust, satisfaction dalam membentuk loyalitas mahasiswa. *The 1st PPM Nasional Conference Of Management Research "Manajemen Di Era Globalisasi"*.
- Darsono, L. I., (2008), *Hubungan Perceived Service Quality dan Loyalitas : Peran Trust dan Satisfaction sebagai Mediator*, The 2nd National Conference UKWMS Surabaya

- Deng, Z., Lu, Y., Wei, K. K. & Zhang, J. (2009). Understanding customer satisfaction and loyalty: an empirical study of mobile instant messages in China. *International Journal of Information Management*, article in press.
- Dharmmesta, B.S. (1999). Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti. *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 14, No. 3.
- Dharmmesta, B.S. & Sukotjo, (2000). *Manajemen Pemasaran Modern* Yogyakarta: Liberty
- Dharmmesta, B.S. (2002). *Azas-Azas Marketing*. Yogyakarta: Liberty Offset.
- Dharmmesta, B.S. & Handoko, T. H. (2008). *Manajemen Pemasaran: Analisis Perilaku Konsumen*. Edisi 1. Cetakan Ke-4. PT BPFE. Yogyakarta
- Dharmmesta, B.S. (2009). *Azas-Azas Marketing* (cetakan ketujuh). Yogyakarta: Liberty Yogyakarta.
- Dick, A. & Basu, K. (1994). Customer Loyalty: Towards An Integrated Conceptual Framework' *Journal of The Academic Marketing science*. Vol. 22. No.2
- Faizan, M., Nawaz, M.M., Khan, M.S., Zeeshan, S. & Aslam, N. (2011). Impact Of Customer Loyalty and Internations to Switch: Evidence From Banking Sector on Pakistan, *International Journal of Business and Social Science*, Vol. 2, No. 16
- Ferdinand, A.T. (2002). *Structural Equation Modelling dalam penelitian Manajemen*. Seri Pustaka Kunci 03/2000. Badan penerbit Universitas Diponegoro, Semarang
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56.
- Geyskens, Inge, Jan-Benedict E.M. Steenkamp, and Nirmalya Kumar (1999). "A Meta-Analysis of Satisfaction in Marketing Channel Relationships," *Journal of Marketing Research*, 36 (May): 223–238.
- Gerpott,T. J., Rams,W., & Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market. *Telecommunications Policy*, 25, 249-269.
- Gerson, R.F. (2004). Mengukur Kepuasan Pelanggan. Jakarta: PPM
- Ghozali, I. & Fuad (2008). *Structural Equation Modeling: Teori, Konsep dan Aplikasi Dengan Program Lisrel 8.0*. Semarang: Badan Penerbit UNDIP
- Gilbert K.L. (2001). The impact of waiting time on customer loyalty, *International Journal of Service Industry Management*, Vol.6 No.5
- Gilbert, G.R., Veloutsou, C., Goode, M.M.H., & Moutinho, L. (2004). Measuring Customer Satisfaction in The Fast Food Industry: A cross-national Approach. *The Journal of Services Marketing*, 18.
- Griffin, J., (2002) *Customer Loyalty: Howto Earn it, How to Keep it, New and Revised Edition*, Weekly publisher
- Griffin, J. (2003). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Dialihbahasakan oleh : Dwi Kartini Yahya. Jakarta : Erlangga
- Griffin, G. (2005). *Customer Loyalty*. Jakarta : Penerbit Erlangga
- Griffin, R.W., & Ronald J. E. (2009). *Business, 8th Edition, Pearson International Edition*, New Jersey, Prentice Hall.

- Gronroos, C. (1990), "Relationship Approach to the Marketing Function in Service Contexts: The Marketing and Organizational Behavior Interface", *Journal of Business Research*, Vol. 20 No. 1, pp. 3-12.
- Hair *et al.*, (1998). *Multivariate Data Analysis*, Fifth Edition, Prentice Hall, Upper Saddle River : New Jersey.
- Hallowell, R. (1996). The Relationships Of Customer Satisfaction, Customer Loyalty, And Profitability: An Empirical Study. *International Journal Of Service Industry Management*, Vol. 7, No. 4
- Harald, B., (1993). Satisfaction and loyalty to suppliers within the grocery trade. *European Journal of Marketing*, Vol. 27, No. 7: 21-38.
- Heriyus (2001). Jurnal Sains Pemasaran Indonesia. Volume III No. 3 Desember 2004 *Studi Mengenai Loyalitas Pelanggan Pada Divisi Putera 1912*
- Hasan, Ilyas, A., Rahman, R. A., & Razak, M. Z. A. (2008). Service Quality and Student Satisfaction: A Case study at Private Higher Education Institutions. *Ccse Journal*. Vol 1, No 3.
- Hasyim dan Rina A. (2009). *prinsip-prinsip Dasar Metode Riset Bidang Pemasaran*, Edisi Pertama,
- Hu, K. C., Lu, M. Y., & Huang, M. C. (2010). The Effects of Service Quality, Innovation Capability, and Corporate Image of Air Cargo Terminals on Customer Satisfaction and Loyalty. *International Journal of Commerce and Strategy*, 2(1), 37-54.
- Igbaria M., Zinatelli, N., Cragg, P., & Cavaye, A.L.M. (1997). *Personal computing acceptable factors in small firms: a structural equation model* *MIS Quarterly*, 27(4), 555-573
- Irawan, H. (2008). *10 Prinsip Kepuasan Pelanggan*. Elex Media. Komputindo Gramedia. Jakarta.
- Jasfar, F. (2005). Kualitas Jasa dan Hubungan Dengan Loyalitas Serta Komitmen Konsumen : Studi Pada Pelanggan Salon Kecantikan. *Jurnal Siasat Bisnis On Marketing Edisi Khusus*, Vol. 1, No. 7
- Japariantoro, E., Laksmono, P., & Khomariyah, N. A. (2007). Analisa Kualitas Layanan Sebagai Pengukur Loyalitas Pelanggan Hotel Majapahit Surabaya Dengan Pemasaran Relasional Sebagai Variabel Intervening. *Jurnal Manajemen Perhotelan*, Vol. 3, No. 1
- Joreskog, K. (1999). Interpretation Of R^2 revisited.
<http://www.ssicentral.com/lisrel/advancedtopics.html>
- Kandampully, J. (1998). Service quality to service loyalty: A relationship which goes beyond customer services. *Total Quality Management*, Vol. 9, No. 6
- Kheng, Mahamad, Ramayah & Mosahab (2010), The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. *International Journal of Marketing Studies* Vol. 2, No. 2
- Kim, W. G. and Cha, Y. (2002). Antecedents and consequences of relationship quality in hotel industry. *Hospitality Management* (21), 321 - 328.
- Kline, R.B. (1998). *Principle and practice of structural equation modeling*. The Gilford Press.
- Korda, A.P., & Snij, B. (2007). Direct and indirect effects of perceived price on perceived value of mobile phones. *Economics and Business, Marketing*, 62(9), 967-989.
- Kotler, P. (1996). *Marketing*. Ciracas. Jakarta. Jilid 1, 13740: Erlangga

- Kotler, P. (1997), *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi dan Pengendalian*, Edisi Bahasa Indonesia Jilid 2, Jakarta: Salemba empat Prentice Hall
- Kotler, P. & Amstrong, G. (2001). *Manajemen Pemasaran*. Edisi keuda. Jakarta : PT. Indeks.
- Kotler, P. & Amstrong G. (2000). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P. (2000). *Manajemen Pemasaran*. Edisi Millenium. Nourtwostorn Univercity
- Kotler, P. (2001). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*, Jilid 1 (Edisi Bahasa Indonesia dari Principles of Marketing 9e). Jakarta PT. Prenhalindo.
- Kotler, P (2003). *Marketing Management The Millennium Edition*, 11th edition. Upper Saddle River, NJ:Prentice Hall.
- Kotler, P (2002). *Manajemen Pemasaran*. Ahli Bahasa : Hendra Teguh, Ronny Antonius Rusli. Edisi Milenium II. Jilid II Jakarta : PT Prenhalindo
- Kotler, P., (1994). *Marketing Management Concept*, New Jersey. Prentice Hall Inc .
- Kotler, P. (2005). *Manajemen Pemasaran Jilid 1 (11th ed.) (Benyamin Molan, Penerjemah)*. Jakarta: PT. Indeks.
- Kotler, G. & Amstrong, (2006). *Principles of marketing*, 11th ed. New Jersey:Prentice Hall.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*, Jilid 1. Terjemahan oleh Benyamin Molan. Jakarta : Indeks
- Kumar, Mukesh., Kee, Fong Tat., & Charles Vincent. (2009). Determining the relative importance of critical factors in delivering service quality of banks: an application of dominance analysis in SERVQUAL model. *Managing Service Quality*, 19(2)
- Lee, U. J. & Kao, P. H. (2015), Effects of Service Quality on Customer Loyalty-A Case of Taiwanese Watson's Personal Care Stores. *Universal Journal of Management* 3(5)
- Le, N. H., & Nguyen, T. (2013). National identity and the perceived values of foreign products with local brands. *Asia pacific Journal of marketing and logistic*, 25(5), 765-783.
- Leliana & Suryandari, R. T. (2004). "Persepsi Harga dalam Perilaku Belanja Konsumen (Studi Kasus pada Perusahaan Ritel di Surakarta)." *Jurnal Bisnis & Manajemen*, Vol. 4, No.2, h. 111-129.
- Lin, C. P. and Ding, C. G. (2006). "Evaluating Group Differences in Gender during the Formation of Relationship Quality and Loyalty in ISP Service," *Journal of Organizational and End User Computing*, 18, 38-62
- Liu, C. T., Guo, Y. M. & lee, C. H. (2011), The effects of relationship quality and switching barriers on customer loyalty. *International Journal of Information Management*
- Lovelock & J.Wright, (2002). *Customer relationship management*. Upper Saddle River, NJ:Prentice-Hall International.
- Lovelock, C., & Wright, L., (2005) *Manajemen Pemasaran Jasa*, Jakarta : PT. INDEKS Kelompok Gramedia.
- Lupiyoadi, R. (2001). *Manajemen Pemasaran Jasa*. Salemba Empat, Jakarta.
- Lupiyoadi, R., & Hamdani, A. (2006). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.

- Lupiyoadi, R., & Hamdani, A. (2011). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Mosahab, R., Mahamad, M. & Ramayah (2010). Kualitas layanan, Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. *International Business Research* Vol. 3, No. 4
- Malhotra, N.K., (2004) *Marketing Research: An Applied Orientation Pearson education*, Inc., Fifth Edition, New Jersey, USA
- Malhotra, N.K. (2007). *Marketing Research An Applied Orientation*, 5th edition, New Jersey: Pearson Education.
- Margaretha, M. (2004), Studi Mengenai Loyalitas Pelanggan pada Divisi Asuransi Kumpulan AJB Bumiputera 1912 (Studi Kasus di Jawa Tengah), *Jurnal Sains Pemasaran Indonesia*, Vol. III, no. 3, Desember, p.289 – 308.
- Monroe, K.B., (1989). The Effect of Price, Brand Name and Store Name on Buyers' Perception of Product Quality: An Integrative Review. *Journal of Marketing Research* 26, 3
- Mudie, P. & Cottam, A. (1999). The Management of Marketing Services, Butterworth Heinemann, ISBN: 0750635940
- Muhmin, A. (2002), "Effects of Supplier's Marketing Program Variables on Industrial Buyer's Relationship Satisfaction and Commitment," *Journal Of Business & Industrial Marketing*, Vol 12 No 7.
- Nugroho, A. & Sudaryanto, B. (2013), Pengaruh Kinerja Layanan Kepercayaan Dan Kepuasan Terhadap Loyalitas Konsumen Dalam Menggunakan Jasa Pengiriman Barang, Diponegoro *Journal Of Management*, Volume 2, Nomor 3
- Oliver, R.L. (1980). A Cognitive Model of The Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17.
- Oliver, R.L., (1999), Whence Consumer Loyalty?, *Journal of Marketing*, 63 (4)
- Oliver, R. L. (2010). *Satisfaction: a Behavioural Perspective on the Consumer*. 2nd ed. M.E. Sharpe, Inc. New York.
- Osman, Z. & Sentosa, I. (2014), Influence of Customer Satisfaction on Service Quality and Customer Loyalty Relationship in Malaysian Commercial Banking Industry. *International Journal of Economics, Finance and Management* Vol. 3, No. 2, ISSN 2307-2466
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). *A Conceptual Model of Service Quality and Its Implications for Future Research*. *Journal of Marketing* (pre-1986), Vol. 49
- Parasuraman, A., & Zeithaml, V.A (1988), Servqual: A Multiple-Item Scale For Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, Vol 64, No 1
- Parasuraman, A., Zeithaml, V., dan Berry L., (1988). SERVQUAL: A Multiple item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retaililing*.
- Parasuraman, A. (1990). *Delivering Quality Service*. New york: The Free Press
- Peter & Olson, (2000). *Consumer Behaviour*. Edisi 4, jilid 2, Erlangga, Jakarta.
- Prasetyo, B., L. & Miftahul J. (2012). *Metode Penelitian Kuantitatif Teori dan Aplikasi*. Edisi 7 Jakarta : PT. Raja Grafindo Persada
- Rowley, J. & Dawes, J. (1997) customer loyalty in extended service settings, *international journal of service industry management*, vol 10, No. 3,

- Reynold, K.E., and Arnold M.j., (2000). Customer Loyalty to the Salesperson and the Store: Examining Relationship Customers in an Upscale Retail Context. *The Journal of Personal Selling & Sales Management*.
- Ridgway, N. M., & Netemeyer, R. G. (1993). Price perception and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30 (May), 234-245
- Rigdon, E.E., & Ferguson (1991). The performance of the polychoric correlation coefficient and selected fitting function in confirmatory factor analysis with ordinal data, *Journal of Marketing Research*, 28, November, 491-497
- Riyani. N. (2009). Analisis Harapan dan Persepsi Pelanggan Terhadap Kualitas Kartu Indosat Multi Media Mobile (Im3) Pada Mahasiswa Fakultas Ekonomi Dan Fakultas Hukum USU. Tesis. Sekolah Pasca Sarjana Universitas Sumatera Utara, Medan.
- Santoso, S.(2014). *Panduan Lengkap: SPSS Versi 20*. Edisi Revisi. Jakarta: Elex Media Komputindo
- Sekaran, U. & Bougie, R (2010). *Edisi 5, Research Method For Business: A Skill Building Approach*. John Wiley @ Sons, New York.
- Semuel, H., & Wijaya, N. (2009). Service Quality, Perceive Value, Satisfaction, Trust, Dan Loyalty Pada PT. Kereta Api Indonesia Menurut Penilaian Pelanggan Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1
- Silalahi. M. (2007). Analisis Pengaruh Kualitas Pelayanan Dalam Kaitannya Dengan Loyalitas Pasien Rawat Inap Di Rumah Sakit Islam Malahayati Medan. Tesis. Sekolah Pasca Sarjana Universitas Sumatera Utara, Medan.
- Simamora, B. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Jakarta: Gramedia Pustaka Utama.
- Soutar, Geoffrey & McNeil, M (1996). Measuring service quality in a tertiary institution. *Journal of Educational Administration*, 34(1), 72-82
- Sugiarto, E. (2002). *Psikologi Pelayanan dalam Industri Jasa*. Jakarta: Gramedia Sugiyono (2005), *Metode Penelitian Bisnis*, Penerbit Alfabetia, Bandung.
- Surya, A. & Setyaningrum, A. (2009). Analisis Persepsi Konsumen Pada Aplikasi Bauran Pemasaran Serta Hubungan Terhadap Loyalitas Konsumen. *Jurnal Of Business Strategy and Execution*. Vol 2
- Syah, T.Y.R., (2014). Fasilitas Partisipasi Provider sebagai pembentuk Loyalitas Pelanggan, dengan Mediasi Kualitas Relational, dan Dimoderasi Implicit Self Theorust. Disertasi Program Pascasarjana Ilmu Manajemen Universitas Indonesia, Depok
- Tjiptono, F. (2000). *Manajemen jasa*, Edisi Pertama. Andi offset, Yogyakarta.
- Tjiptono F. (2002). *Strategi Pemasaran*. Andi, Yogyakarta.
- Tjiptono, F. (2004). *Manajemen Jasa*. Penerbit Andi Edisi Kedua : Yogyakarta Tjiptono F. 2005, *Pemasaran Jasa*, Bayumedia, Malang.
- Tjiptono, F. (2008). *Strategi Pemasaran*. Edisi Kedua. Yogyakarta: Andi Offset.
- Tjiptono, F., (2011). *Service Quality and Satisfaction*. Edisi 3. Andi Offset. Yogyakarta.
- Umar H. (2000), *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: Gramedia
- Umar, H. (2009). *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*, Edisi II. PT. Raja Grafindo Persada, Jakarta.

- Wardhani (2012), Analisis Kualitas Produk dan Harga dalam meningkatkan Loyalitas melalui Kepuasan Pelanggan pada Minuman Sari Buah Frutang, *Jurna NeOBis*, Vol. 6, No. 1
- Wendha, A.A.P., Rahyuda, K., & Suasana, G.A.K.G (2013), Pengaruh Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan Garuda Indonesia di Denpasar, *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan* Vol. 7, No. 1
- Wijaya, T., (2011). *Manajemen Kualitas Jasa*. Edisi 1. PT Indeks, Jakarta Wijayanti, A. (2008). Strategi Meningkatkan Loyalitas Melalui Kepuasan Pelanggan (Studi Kasus: Produk Kartu Seluler Prabayar Mentari-Indosat Wilayah Semarang). Tesis. Program Studi Magister Manajemen Universitas Diponegoro, Semarang.
- Wijanto, S. H., (2015), *Konsep dan Tutorial, Structural Equations Modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu
- Wong, R., Tong, C. & Anthony, A. (2014), Examine the effects of customer satisfaction on 3 customer loyalty: An empirical study in the healthcare 4 insurance industry in Hong Kong. *British Journal of Economics, Management & Trade* 4(3)
- Yaqub MZ. Vetschera R. (2011). The efficacy of relational governance and value-creating relational investments in revenue-enhancement in downstream networks. In New Developments in the Theory of Networks: Franchising, Alliances and Cooperatives, Hendrikse G, Tunnanen M, Windsperger J, Cliquet G. (eds). Springer-Verlag: Berlin.
- Yaqub, M.Z. & Hussain, D. (2013). How do the relational investments affect relational outcomes? *Journal of Applied Business Research*, 29(2), 433-442.
- Zeithaml, Valarie. A., Berry, Leonard. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, Vol. 60
- Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2006) .Services Marketing: Integrating Customer Focus across the Firm, McGraw-Hill/Irwin, New York, NY.
- Zeithaml, V. et al (2009). *Services Marketing Integrating Customer Focus Across The Firm. 5th edition*. Mc. Grow Hill.