

DAFTAR PUSTAKA

- Al-Rousan, M. Ramzi, Badaruddin Mohamed. (2010). *Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan*, International Journal of Human and Social Sciences, Volume 5. No. 1 pp. 13-23.
- Bandalos, D.L. (1993). *Factors influencing the cross-validation of confirmatory factor analysis models*. Multivariate Behavioral Research, 28(3), 351-374.
- Beatson, Amanda T., Gudergan, Siegfried, and Lings, Ian (2008) *Managing service staff as an organizational resource : implications for customer service provision*. Services Marketing Quarterly
- Browne, M.W. and Cudeck, R. (1993). *Alternative Ways of Assessing Model Fit*. Sociological Methods & Research, 21(2), 230-258.
- Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Penerbit Alfabeta
- Chiu, Y.J., Chen, H.C., Tzeng, G.H. dan Shyu, J.Z., (2006), “*Marketing strategy based on customer behavior for the LCD-TV*,” International Journal of Management and Decision Making, Vol. 7
- Christina W., utami. 2011. *Buku Manajemen Pemasaran Jasa*. Edisi Revisi 1. Bandung: Alfabeta
- Durianto, Darmadi, et al. (2004). *Strategi Menaklukan Pasar Melalui Riset dan Perilaku Merek*. Cetakan ketiga. PT Gramedia Pustaka Utama, Jakarta.
- Dessler, Gary. 2000. *Manajemen Personalia*, Jakarta:Prehalindo
- Diamantopaulus, A., and Siguaw, J.A. (2000). *Introducing LISREL: A guide for the uninitiated*. Sage Publications.
- Egan, John, (2001), *Relationship Marketing, Exploring Relational Strategies in Marketing, 1 st edition*, Prentice Hall
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dengan program SPSS*, Semarang: Badan Penerbit Universitas Diponegoro,
- Greenberg, J; Baron, A. (2003). *Behavior in Organizations: Understanding and Managing the Human Side of Work*. NJ: Prentica Hall

- Griffin, Jill. (2005). *Customer Loyalty, Menumuhkan dan Mempertahankan Kesetiaan Pelanggan*. Penerbit : Erlangga, Jakarta
- Gibson, Ivancevich, Donnelly. (1997). *Organizations* (Terjemahan), Cetakan Keempat, Jakarta: PT. Gelora Aksara Pratama.
- Gummesson, E., Total Relationship Marketing, Oxford, UK, Butterworth-Heinemann, 2002
- Hair, J.F.Jr., Anderson, R.E., Tatham, R.L., and Black, W.C. (1998), *Multivariate Data Analysis 5th Ed.*, Englewood Cliffs, New Jersey: Prentice Hall.
- Hunt, S. D. (2000). A general theory of competition: Resources, competences, productivity, and economic growth. Thousand Oaks: Sage Publications, Inc.
- Kotler, Philip, dan Kevin Lane Keller. (2009). *Manajemen Pemasaran*, edisi Ketiga Belas, Terjemahan Bob Sabran, MM. Jakarta: Penerbit Erlangga.
- Lupiyoadi, Rambat dan A.Hamdani (2006). *Manajemen Pemasaran Jasa*, Edisi Kedua, Jakarta:Salemba Empat
- Malhotra, N.K. (2004), *Marketing Research: An Applied Orientation*, New Jersey: Prentice Hall.
- Mohaghar, Ali dan Ghasemi, Rohollah. (2011). *A Conceptual Model for Cooperate Strategy dan Supply Chain Performance by Structural Equation Modeling a Case Study in the Iranian Automotive Industry*, European Journal of Social Sciences – Volume 22
- Ping Pi, Wang and Hong Huang, Hsieh. (2011). *Effect of Promotion on Relationship Quality and Customer Loyalty in the Airline Industry: The Relationship Marketing Approach*
- Schiffman, Leon G., dan Leslie Lazar Kanuk. (2008). *Perilaku Konsumen*. PT Indeks Group Gramedia, Jakarta
- Storbacka, Kaj and Jarmo R. Lehtinen. (2001). *Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies*. McGraw-Hill. Singapore
- Sugiyono. (2005). *Metode Penelitian Bisnis*, Bandung: PT Alfa Beta
- Timpe, A. Dale. (1992). *The Art and Science of Business Management Performance*, Mumbai: Jaico Publishing House.

- Tjiptono, Fandy. (2008). *Service Management Mewujudkan Layanan Prima*. ANDI, Yogyakarta.
- Treacy, M. & Wiersema, F. (1995). *The Discipline of Market Leaders*. London: Harper Collins.
- Wiersema, F. (1996). *Customer Intimacy*. London: Harper Collins.
- Yoeti,Oka A. (2006). *Pemasaran Pariwisata. Edisi Revisi*. Bandung: Angkasa
- Zeithaml, Valerie.A, and Mary Jo Bitner. (1996). "Services Marketing." Mc.GrawHill Company, New York
- Zeithaml, V.E and M.J. Bitner. (2003). *Service Marketing: Integrating Customer Focus Across the Firm*. 3rd Ed. Boston: McGraw – Hill/Irwin