

DAFTAR PUSTAKA

- Akbar, M.M. and Parvez (2009). Impact of Service Quality, Trust and Customer Satisfaction Loyalty. *ABAC Journal*. Vol. 29, No. 1, Januari, pp. 24-38.
- Assauri, S. (1999). *Manajemen Pemasaran (Dasar Konsep dan Strategi)*. Jakarta: Rajawali Press, Citra Niaga Buku Perguruan Tinggi.
- Assauri, S. (2003). *Manajemen Pemasaran Jasa*. Jilid 1. Jakarta: PT Gramedia.
- Babin, Barry J., Yong-Ki Lee, Eun-Jun Kim and Mitch Griffin (2005). Modelling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea. *Journal of Service Marketing*. Vol. 19, pp. 133-139.
- Bei, Lien-T and Yu-Ching Chiao (2001). An Integrated Model for The effects of Perceived Product, Perceived Service Quality and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*. Vol. 14, pp. 125-141.
- Belk, R. W. (1986). *ACR Presidential Address: Happy Thought*. Provo, Utah: Assosiation for Consumer Research.
- Berry, L. L., V. A. Zeithaml and Parasuraman, A. (2003). Quality Counts in Services. *Business Horizons*. Vol. 28, No. 3, pp. 44-52.
- Black Well, R. D., Engel, J. F. and Paul, W. M. (1994). *Perilaku Konsumen*. Jakarta: Bina Aksara.
- Brown, D. and Narayandas, D. (2001). Managing Customer-Initiated Contacts With Manufacturers: The Impact on Share of Category Requirements and Word of Mouth Behavior. *Journal of Marketing Research*. Vol. 38, No. 3, pp 281-291.
- Brown, T., Barry, T., Dacin, P. and Gunst, R. F. (2005). Spreading The Word: Investigating Antecedents of Consumers' Positive Word of Mouth. *Academy of Marketing Science*. Vol. 33, No. 2, pp. 123-128.
- Cretue, Anca and Roderick J. Brodie (2007). *The Influence of Brand Image and Company Reputation where Manufactures Market to Small: A Customer Value Perspective*. Industrial Marketing Management.

- Cronin, J. J. and Taylor, S. A. (2002). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*. Vol. 56, pp. 55-58.
- Davidow, M. (2000). The Bottom Line Impact of Organizational Responses to Customer Satisfaction. *Tourism and Hospitality Res*, pp. 473-490.
- Edgar, M. and Galia, F. (2009). Why and How Service Quality Perceptions Impact Consumer Responses. *Journal of Managing Service Quality*. Vol. 19, No. 4, pp. 474-485
- Ferdinand, Augusty (2002). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: FE Undip.
- Godes, D. and Mayzlin, D. (2004). Using Online Conversations To Study Word-of-Mouth Communication. *Marketing Science*. Vol. 23, No. 4, pp. 545-560.
- Gruen, T., Osmonbekove, T. and Czaplewski, A. (2006). Ewom: The Impact of Customer to Customer Online Know How Exchange On Customer Value And Loyalty. *Journal of Business Research*, 59, 449-456.
- Hair, J. F., Black, W. C. and Babin, B. J. (2013). *Multivariate Data Analysis* (7 ed.). New York: Pearson.
- Harrison, L. Jean and Walker (2001). The Measurement of Word of Mouth Communication and And Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*. Vol. 4, No. 1, pp. 60-75
- Hermann (2007). The Influence of Price Fairness on Customer Satisfaction: An Empirical Test in The Context of Automobile Purchases. *Journal of Product & Brand Management*. Vol. 16, No. 1, pp. 49-58.
- Irawan, Handi (2009). *10 Prinsip Kepuasan Pelanggan*. Jakarta: PT Elex Media Komputindo
- Jacqueline, B., and Reingen, P. (1987). Social Ties And Word of Mouth Referral Behavior. *Journal of Consumer Research*, Vol. 14, No. 4, pp. 350-362.
- Kotler, P., and Armstrong, G. (2013). *Principles of Marketing*. London: Prentice Hall.

- Kotler, Philip and Kevin Lane Keller (1998). *Manajemen Pemasaran*. Jilid I. Penerbit Erlangga, Jakarta.
- Lee, Y. C. and Chen, J.-K. (2009). A New Service Development Integrated Model. *Service Industries Journal*. Vol. 29, No. 12, pp. 1669-1686.
- Lupiyoadi, Rambat (2001). *Manajemen Pemasaran Jasa*. Jakarta: PT Salemba Empat.
- Maholtra, Naresh (2007). *Marketing Research: An Applied Orientation*. Pearson Education Inc., 5th ed., New Jersey:USA.
- Napitupulu, P. (2007). *Pelayanan Publik dan Customer Satisfiction*. Bandung: ITB.
- Natalisa, D. (2008). *Pengaruh Komitmen Manajemen Terhadap Kualitas Layanan Untuk Meningkatkan Kepuasan Nasabah Maskapai Penerbangan Domistik Sudut Pandang Nasabah dan Penyaji Jasa*. Surabaya: Universitas Airlangga.
- Palmer, John, Vicky Eidson, Cynthia Haliemun and Pamela Wiewil (2011). Predictors of Positive and Negative Word of Mouth of University Student: Strategic Implications for Institution of Higher Education. *International Journal of Business and Social Science*. Vol. 2, No. 7.
- Parasuraman, A., V.A Ziethaml and L.L. Berry (1988). SERVQUAL: A Multiple Item Scale of Measuring Consumer Perseption of Service Quality. *Journal of Retailing*. Vol. 64, pp. 105-110.
- Ranaweera, Chatura and Jhaideep Prabhu (2003). On The Relatives Importance of Customer Satisfaction and Trust as Determinants of Customer Retention and Positive Word of Mouth. *Journal of Targeting, Measurement and Analysis for Marketing*. Vol. 12, No. 1, pp. 82-90.
- Reingen, P. H. and Walker, B. A. (2001). Cross-Unit Competition for a Market Charter: The Enduring Influence of Structure. *Journal of Marketing*. Vol. 65, pp. 29-31.
- Ruswanti, Endang (2012). Pengaruh Service Quality dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan. *Majalah WIDYA*. Tahun 29. Nomor 318.
- Saifuddin, Azwar (2004). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.

- Sekaran, U. and Bougie R. (2013). *Research Method of Business: A Skill-Building Approach*, 6th ed., Wiley, Chichester, West Sussex.
- Sernorvitz. (2009). *Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Simamora, B. (2004). *Panduan Riset Perilaku Konsumen*. Jakarta : PT. Pustaka Umum.
- Sudiasa, I Ketut (2011). *Pengaruh Kualitas Pelayanan terhadap Word of Mouth melalui Kepuasan Klaimen pada PT Jasa Raharja (Persero) Cabang Nusa Tenggara Barat*. Tesis. Universitas Udayana.
- Sumardi (2009). Word of Mouth Marketing, Fans dan Peluang Tumbuh, SWA, 09/XXV, 30 April-13 Mei.
- Swan, John E. and Richard L. Oliver (1989). Post-purchase Communications by Consumers. *Journal of Retailing*. Vol. 65, No. 4, pp. 516-533.
- Swastha, B. (1997). *Manajemen Penjualan*. Yogyakarta: BPFE Universitas Gajah Mada.
- Syah (2014). *Seminar Hasil Penelitian Disertasi: Fasilitas partisipasi provider sebagai pembentuk loyalitas pelanggan, dengan mediasi kualitas relasional, dan dimoderasi implicit self theorist*. Disertasi. Universitas Indonesia.
- Thurau, Hennig (2003). Customer Orientation of Service Employees, Its Impact on Customer Satisfaction, Commitment and Retention. *International Journal of Service Industry Management*. Vol. 15, No. 5, pp. 460-478.
- Triarintya (2011). *Pengaruh Kualitas Pelayanan terhadap Kepuasan dan Word of Mouth (Studi Kasus Pasien Rawat Jalan di Wing Amerta RSUP Sanglah, Denpasar)*. Tesis. Universitas Udayana.
- Tjiptono, F. (2000). *Manajemen Jasa*. Yogyakarta: Penerbit Andi.
- Wirtz, Jochen and Patricia Chew (2002). The Effect of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word of Mouth Behaviour. *International Journal of Service Industry Management*. Vol. 13, No. 2, pp. 141-162.
- Wijayanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.8 Konsep dan Tutorial*. Yogyakarta: Graha Ilmu.

Zeithaml, V., Bitner, M. J. and Gremler, D. D. (2013). *Service Marketing*. Canada: McGraw-Hill Education.