

## DAFTAR PUSTAKA

- Agustiyadi, T. (2008). Pentingnya Mengenal Tipe-tipe Loyalitas Nasabah Untuk Meningkatkan Profit. (online), ([triagus.multiply.com/reviews/item/3](http://triagus.multiply.com/reviews/item/3)).
- Akbar, M. M., & Parvez, N. (2009). Impact of Services Quality, Trust, and Customer Satisfaction on Customer Loyalty. *ABAC Journal*, 29 (1), 24-38.
- Al-Rousan, Ramzi, M., & Mohamed, B. (2010). Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan International. *International Journal of Business and Social Sciences*, 5 (13), 886-892.
- Alma, Buchari. (2005). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Aryani, Dwi dan Rosinta Febrina. 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Bisnis & Birokrasi, Jurnal Ilmu Administrasi dan Organisasi*. Vol. 17: No.2: 114-126.
- Dutka, Alan. (1994). *AMA Hand Book for Customer Satisfaction*, NTC Bussiness Book. USA: Lincoln wood, Illinois.
- Ferdinand, A. T. (2002). *Structural Equation Modelling dalam Penelitian Manajemen (Seri Pustaka Kunci 03/ 2000)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gee, R., Coates, G., & Nicholson, M. (2008). Understanding and Profitably Managing Customer Loyalty. *Marketing Intelligence and Planning*, 26 (4), 359-374.
- Griffin, J. (2005). *Customer Loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Halowell, R. (1996). The Relationship of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study. *International Journal of Service Industry Management*, 7 (4), 27-42.
- Hu, Y. J. (2009). Service Quality as Mediator of the Relationship Between Marketing Mix Strategy and Customer Loyalty: The Case of Retailing Stores in Taiwan. *The International Journal of Organizational Innovation*, 2 (2), 278-289.

- Hurriyati, R. (2008). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: CV. Alfabeta.
- Hussen, Shambachew. 2015. *Service Quality, Customers' Satisfaction and Loyalty: A study on Insurance Companies in Adama, Ethiopia*. *European Journal of Business and Management*, Vol. 7: No. 4:269-276.
- Igbaria, M., Zinat elli, N., Cragg, P., & Cavaye, A. L. M. (1997). Personal Computing Acceptance Factors in Small Firms: A Structural Equation Model. *MIS Quarterly*, 21 (3), 279-305.
- Kheng, Lo Liang, et, al,. 2010. *The Impact of Service Quality on Customer Loyalty: A Study of Bank in Penang, Malaysia*. *International Journal of Marketing Studies*. Vol. 2, No.2. Malaysia: Published by *Canadian Center of Science and Education*.
- Kotler, P. (2005). *Manajemen Pemasaran, Jilid 1 dan 2*. Jakarta: PT. Indeks Kelompok Gramedia
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran. Jilid 1 dan 2*. Jakarta: PT Indeks Kelompok Gramedia.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Edinburgh Gate, Harlow, England (United Kingdom): Pearson Education Limited.
- Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control (Ninth Edition)*. Upper Saddle River, New Jersey: Prentice Hall, Inc.
- Lai F, Griffin M., & Babin B.J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62 (10), 980-986.
- Lewis, R. C., & Booms, B. H. (1983). *The Marketing Aspects of Service Quality*. In: L. Berry et al. (Eds), *Emerging Perspective on Service Marketing*. New York: AMA.
- Lovelock, C. H., & Wright, L. K. (2007). *Manajemen Pemasaran Jasa (Edisi Bahasa Indonesia)*. Jakarta: PT Indeks.
- Lukasyanti, D. (2010). *Strategi Meningkatkan Kualitas Pelayanan Jasa*. (online), (<http://www.sutisna.com>).
- Malhotra, N. K. (2007). *Marketing Research An Applied Orientation (5 th edition)*. New Jersey: Pearson Education.

- Napitupulu, P. (2007). *Pelayanan Publik dan Customer Satisfaction*. Bandung: PT. Alumni.
- Parasuraman, A., Zeithaml, V. A., & Berry, L.L., (1988). SERVQUAL: a multipleitem scale for measuring consumer perceptions of service quality. *Journal of Retailing*. 64 (1), 12-40.
- Potluri, R. M., & Zeleke, A. A. (2009). Evaluation of Customer Handling Competencies of Ethiopian employees. *African Journal of Business Management*, 3 (4), 131-135.
- Sadu, W. (1991). *Bahan Penataran Metode Penelitian Sosial*. Jakarta : PPS MIP Univ. Satyagama.
- Santoso, S. (2002), *SPSS Statistik Multivariat*, Jakarta: PT. Elex Media Komputindo.
- Sekaran, U. (2003). *Metodologi Penelitian untuk Bisnis (Kwan Men Yon, Penerjemah)*. Buku 1, Edisi 4. Jakarta: Salemba Empat.
- Siddiqi, K. O. (2011). Between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Banglades. *International Journal of Business and Management*, 6 (3), 12 - 36.
- Singh, H. (2006). *The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention*, Asia Pacific University College of Technology & Innovation Technology Park Malaysia, UCTI Working Paper, WP-06-06, 1-6.
- Subroto, A. S. (2005). *Dari Mana Asalnya Loyalitas Konsumen*. *Majalah SWA* Edisi 19 Januari – 2 Februari 2005.
- Sudjarwo, Rizqilia Asriani. 2015. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah dan Loyalitas Nasabah*. *Jurnal Administrasi Bisnis (JAB)*. Vol. 24, No. 1, Juli. Malang.
- Tjiptono, F., & Chandra, G. (2007). *Service Quality & Satisfaction*. Yogyakarta: Andi Offset.
- Tjiptono, F. (2001). *Strategi Pemasaran, (Edisi Pertama)*. Yogyakarta: Andi Offset.
- Tjiptono, F. (2007). *Manajemen Jasa (Edisi Keempat)*. Yogyakarta: Andi Offset.

- Trasorras, R., Weinstein, A., & Abrat, R. (2009). Value, Satisfaction, Loyalty and Retention in Professional Services. *Marketing Intelligence & Planning*, 27 (5), 615-632.
- Wijanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.8 Konsep dan Tutorial*. Yogyakarta: Graha Ilmu.
- Zeithaml, V. A., Berry, L. L., & Bitner, M. J. (2003). *Service Marketing: Integrating Customer Focus Across the Firm*, Edisi 3. New York: McGraw-Hill.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60, 31-46.
- Zeithaml, V. A., & Bitner, M. J. (2002). *Service Marketing*. New York: McGraw Hill, Int'l Edition.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *The Nature and Determinants of Customer Expectations of Service*. New York: Press.