

DAFTAR PUSTAKA

Buku :

- Barnes, James G. 2001. *Secrets of Customer Relationship Management: It's All About How You Make Them Feel*. New York: Mc Graw Hill
- Boyer TD, MannsMP, Sanyal AJ. 2012. *Zakim and Boyer's Hepatology: A textbook of Liver Disease 6th ed*. Philadelphia: Saunders.
- Brown, A. Stanley. 2000. *Customer Relationship Management: Strategic imperative in the world of e-business*. Kanada: John Wiley & Sons Canada Limited
- Burhan Bungin. 2010. *Penelitian Kualitatif*. Jakarta: Kencana Prenada Media Group
- Fisher, Roger dan William Ury. 1981. *Getting to Yes: Negotiating Agreement Without Giving In*, New York Penguin Books.
- Fisher, Simon, dkk. 2000. *Mengelola Konflik: Keterampilan dan Strategi untuk Bertindak*. Jakarta: The British Council
- Hariwijaya, M. 2007. *Metodologi dan Teknik Penulisan Skripsi, Tesis dan Disertasi*. Yogyakarta: Elmatara Publishing.
- Kotler, Philip dan Gary Armstrong. 2010. *Principles of Marketing*. Global Edition, 14 Edition, Pearson Education.
- Leweicki, Roy J, Barry Bruce dan Saunders David M. 2012. *Negosiasi*, penerjemah M. Yusuf Hamdan Jakarta : Salemba.
- Moleong, Lexy. 2010. *Metode Penelitian Kualitatif*, Bandung : PT Remaja Rosdakarya

- Moorhead, Gregory dan Ricky W, Griffin, 2013. *Perilaku Organisasi: Manajemen Sumber Daya Manusia dan Organisasi*, Edisi 9, Salemba Empat: Jakarta.
- Morissan.2006. *Pengantar Public Relations, Strategi Menjadi Humas Profesional*. Jakarta : Ramdina Prakarsa
- Nic Peeling, 2008, *Negosiasi Juara*. penerjemah Dicky Satyadewa; Jakarta : Erlangga.
- Pruitt AW. 2000. Penyunting Wahab AS. *Hipertensi sistemik. Dalam.. Ilmu Kesehatan Anak (Nelson Textbook of Pediatrics)* edisi 15. Jakarta. Buku Kedokteran
- Robinette: Scott & Brand, Claire. 2001. *Emotion Marketing. The Hallmark Way of Winning Customers For Live*. Kansas City : McGraw-Hill
- Sastradipoera, Komaruddin.2003. *Manajemen Marketing: Suatu Pendekatan Ramuan Marketing*. Bandung : Kappa Sigma.
- Strauss, Judy & Frost, Raymond. 2001 *E-Marketing 2*. New Jersey : Pearson Prentice Hall
- Sudjana, Nana. 2004. *Dasar-dasar Proses Belajar Mengajar*. Bandung: Sinar Baru Algensido Offset.
- Sugiyono. 2010. *Metode Penelitian Administrasi: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tracy, Brian. 2013. *Change Your Thinking Change Your Life*. Bandung : PT Mizan Pustaka.
- Yin, Robert K. 1997. *Studi kasus : Desain dan Metode*, Jakarta : PT Raja Grafindo Persada

Sumber lain :

<https://id.wikipedia.org/wiki/Negosiasi>

<http://updatetugasekolah.blogspot.co.id/2015/04/jelaskan-pendekatan-dan-langkah-langkah.html>

<http://ammarawirusaha.blogspot.co.id/2009/12/pendekatan-dalam-negosiasi.html>

<http://www.colorado.edu/conflict/peace/treatment/softbarg.htm>

Jones, T. O. And Sasser, W. E. 1995. , “*Why satisfied customer defects?*”, Harvard Business Review, JCE Vol. 71.

Gilbert, G.R (2000), “ *Measuring Internal Customer Satisfaction`Managing Service Quality*, Vol.10 No 3, PP 178 – 86

Oliver, Richard, 1996, *Satisfaction a Behavior Perspective on The Customer*, New York: McGraw Hill, Inc.