

DAFTAR PUSTAKA

- Ali, Imran, Abdul Khaliq Alvi & Rana Raffaqat Ali, 2012. *Corporate Reputation, Consumer Satisfaction and loyalty*. Vol 3:13-23.
- Cengiz, Ekrem. Hasan Ayyildiz, Bunyamin, 2007. *Effect of image and advertising efficiency on customer loyalty and antecedent of loyalty*, Vol.2. Issue 1.
- Fandy Tjiptono, 2006. *Manajemen Jasa*, Yogyakarta, Andi.
- Gaspersz, Vincent, 2001. *Ekonomi Manajerial: Pembuatan Keputusan Bisnis*, Gramedia, Jakarta.
- Gronroos, Christian, 2000, *Service Management and Marketing; A customer Relationship Management Approach*, 2nd, Chichester, John Wiley & Sons, Ltd.
- Hair et al, 2010. *Multivariate Data Analysis. 7th edition*, New Jersey, Pearson Prentice Hall.
- Herizon, dan Wenny Maylin, 2003. *Faktor-Faktor yang Mempengaruhi Kesetiaan terhadap Merek pada Konsumen Pasta Gigi Pepsodent di Surabaya*. Jurnal Ventura, Vol.6 No.1
- http://id.wikipedia.org/wiki/Pizza_Hut
- Indriantoro, Nur dan Bambang Supomo, 2002. *Metodologi Penelitian Bisnis*, Yogyakarta, BPFE.
- Kotler, Philip & Keller, 2007. *Manajemen Pemasaran*, Ed 12. Jilid 2. Penerbit PT Indeks : Jakarta.
- Kotler, Philip & Kevin Lane Keller, 2009. *Manajemen Pemasaran. Jilid 2. Edisi 13*, Jakarta, Erlangga.
- Kotler, Philip & Kevin Lane Keller, 2008. *Manajemen Pemasaran. Jilid 1. Edisi 12*, Jakarta, Erlangga.
- Kotler, Philip, 2007, *Manajemen Pemasaran*, diakses dari <http://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/2712/Bab%202.pdf?sequence=4>
- Kotler, Philip. 2000. *Manajemen Pemasaran*, Edisi Milenium, Jakarta, Prehallindo.

- Lupiyoadi, Rambat & A.Hamdani.2006. *Manajemen Pemasaran Jasa. Edisi 2*, Jakarta, Salemba Empat.
- Mowen, John.C and Michael Minor, 1998, *Consumen Behaviour*.International Edition
5.Pretince Hall,Inc.New Jersey.USA.
- Muh.Subhan,2006, *analisis reputasi perusahaan*, Semarang, Universitas Diponegoro.
- Rangkuti,Freddy,2003. *Measuring Customer Satisfaction*, Jakarta, Gramedia.
- Sugiono, 2005 *Metode Penelitian Bisnis*, Bandung, CV. Alfabeta.
- Sutisna.2001. *Perilaku Konsumen dan Komunikasi Pemasaran*, Penerbit PT. Remaja Rosdakarya, Bandung, Cetakan I.
- Swastha, Basu & Handoko.2000. *Manajemen pemasaran: analisa Prilaku Konsumen*. Edisi pertama, Yogyakarta: BPFE.
- Tjiptono, Fandy & gregorius Chandra, 2011, *Service,Quality&Satisfaction*, edisi 3, Yogyakarta, Andi.
- Tjiptono,Fandy & G.Chandra, 2004. *Service Quality Satisfaction*, Yogyakarta, Andi.\
- Yu Te Tu et al,2012. *Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan*. Journal of Social and Development Sciences.Vol.3,No1,P 24-32.