

DAFTAR PUSTAKA

- Atmaja, Lucas Setia, 2001. *Manajemen Keuangan*, Buku 1, Penerbit: Andi Yogyakarta
- Ball, D., Coelho, P. S., and Machas. 2014, "The Role of Communication and Trust in Explaining Customer Loyalty : an Extention to The ECSI Model" *European Journal of Marketing* Vol.38, No. 9/10, pp. 1272-1293
- Baran RJ, Galka RJ, dan Strunk DP 2008. Gratitude and Prosocial Behaviour. *Psychological Science*. Vol. 17. Pp. 319-325
- Chan, S. 2003. *Relationship Marketing : Inovasi Pemasaran yang Membuat Pelanggan Bertekuk Lutut*. Jakarta: PT Gramedia Pustaka Utama
- Daryanto. 2011. *Sari Kuliah Manajemen Pemasaran*. Bandung: PT. Sarana Tutorial Nurani Sejahtera
- Erlangga, Ajisakti. "Pengaruh CRM terhadap Loyalitas pelanggan divisi service di Yamaha"
- Fisher, R., 2001, Building Customer Relationship in A Networked Economy, Ivey Business Journal, September- October.
- Francis Buttle. 2007 "customer relationship management", Penerbit : Bayumedia
- Fransisca Adreani "customer relationship management (CRM) dan aplikasinya dalam industri manufactur dan jasa"
- Gaffar Vanessa. 2007. CRM dan MPR Hotel (*Customer Relationship Management and Marketing Public Relations*) cetakan kesatu. Bandung. Alfabeta
- Griffin, Jill. 2003. *Customer Loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Diterjemahkan oleh Dwi Kartini Yahya. Jakarta : Erlangga.
- Hasyim,Rina Anindita. 2009. Prinsip-prinsip Dasar Metode Riset Bidang Pemasaran, Jakarta,UIEU-University Press
- Hatane Samuel, " Customer Relationship marketing pengaruhnya terhadap kepercayaan dan loyalitas perbankan nasional " Vol. 7, No.1
- Hennig-Thurau, T. 2004 "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

- Kertajaya, Hermawan. (2003). *Mark Plus on Strategy*. Jakarta: PT. Gramedia Pustaka Utama
- Kotler, Philip. 2003. *Manajemen Pemasaran*. Jakarta: PT. Indeks Kelompok Gramedia
- Krisna Thera Kesuma. 2012 “*Pengaruh Kualitas Produk Terhadap Loyalitas Konsumen*”
- Liang, C.J., dan Wang, W.H 2006. The Behavioural Sequence of the Financial Services Industry in Taiwan – Service Quality, Relationship Quality and Behavioural Loyalty. *The Services Industries Journal*. Vol. 2, No.2. Pp.119-45.
- LukmanKhakim, Aziz Fathoni, Maria Magdalena Minarsih, “*Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan Dengan Variabel Kepuasan Pelanggan Sebagai Intervening*” Vo. 1 2015
- Martin, E.W, Brown, C.V., DeHayes, D.W., Hoffer, J.A., Perkins, W.C., 2005, “*Customer Relationship Management*”, *Managing Informastion Technology (5th ed.)*, Pearson Prentice Hall, PP 194-196
- Maulidi dan Ainur Rofiq. 2013. “*Pengaruh Relationship Marketing terhadap loyalitas nasabah*”
- Murry Harmawan Saputra, “*pengaruh relationship marketing pada loyalitas mahasiswa program magister sains fakultas ekonomi dan bisnis universitas Gajah Mada Yogyakarta*”
- Ndubisi, N 2005. Relationship Marketing and Customer Loyalty. *Marketing Intelligent and Planning*. Vol.25, NO. 1. Pp. 99-106
- Ndubisi, N.O. 2007 “*Relationship Marketing and Customer Loyalty*”. *Journal of Marketing Intellenge and Planing*. 25(1): 98-106
- Oktaria, Dian. “*Pengaruh Customer Relationship Management dan Nilai Pelanggan terhadap Loyalitas Pelanggan*”
- Philip Kotler, Gary Amstrong. 2008 “*prinsip-prinsip pemasaran edisi 12 jilid 1*”
- Septian Setiadi Dwitantra Tan, “*Kajian Customer Relationship Marketing dalam Bisnis Retail*”
- Sugiyono, 2007, *Metode Penelitian Bisnis*, Alfabeta, Bandung
- Sulhida Silmi. “*Persepsi Nasabah Tentang Relationship Marketing dan pengaruhnya terhadap loyalitas*”
- Suryani, 2001, Strategi dalam Pendekatan Relationship Marketing, *Ventura*, Vol 4, No 2, Sep: 41-47.

- Tjiptono, Fandy. 2011. "*Pemasaran Jasa*" Jakarta: Banyumedia Publishing
- Tjiptono, Fandy., G. Chandra dan D. Adriana. 2008. *Pemasaran Strategik*. Yogyakarta: Andi Yogyakarta
- Utami, Ch., 2006, Relationship Effort dan Kualitas Layanan sebagai Strategi Penguat Relationship Outcomes (Sebuah Tinjauan Konseptual dalam Bisnis Ritel Modern di Indonesia), *Jurnal Manajemen Pemasaran*, Vol 1, No 1, April: 22-34.
- Waluyo, Minto " *Panduan dan aplikasi structural Equation Modeling Index*" Jakarta. 2011
- Widiyanto Bangun Prasetyo, Pengaruh Kualitas Pelayanan, Kepercayaan dan Kepuasan terhadap Loyalitas Pelanggan"
- Yim, Chi Kin (Bennett), TSE, David K., dan Chan, Kimmu Wa 2008. *Strengthening Customer Loyalty Trough Intimacy and Passion : Roles of Customer-firm Affection adn Customer-Staff Relationship in Services*. *Journal of Marketing Research*. Vol. 45 Pp. 740-756