

DAFTAR PUSTAKA

- Anderson, E.W. and Sullivan, M.W. (1993), "The antecedents and consequences of customer satisfaction for firms", *Marketing Science*, Vol. 12 No. 2, pp. 125-43
- Anderson, Eugene W., Claes Fornell & Donald R. Lehmann. 1994. Customer Satisfaction, Market Share and Profitability: Finding From Sweden. *Journal of Marketing*. 58
- Athanassopoulos, A.S.G., Vlassis, S. (2001) Behavioral responses to customer satisfaction: An empirical study. *European Journal of Marketing*, 35(5), 687-707.
- Bames, James G, 2003, Secrets of Customer Relationship Management. Edisi Bahasa Indonesia, Andi Yogyakarta.
- Batubara, Adi .,Paham Ginting., Arlina Nurbaiti Lubis. (2014). Pengaruh kualitas pelayanan terhadap kepuasan dan word of mouth mahasiswa program studi diploma tiga administrasi perpajakan fisip usu. *Jurnal manajemen & bisnis* vol 14 no. 02 oktober 2014 issn 1693-7619.
- Beerli, A., Martin, J.D., & Quintana, A. (2004). A Model of Customer Loyalty in The Retail Banking Market. *European Journal of Marketing*
- Bei, Lien – Ti. Yu – Ching Chiao. (2001). Integrated Model for the effects of perceived product, perceived service quality, and perceived price airnesson consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*
- Benntt, R. and Rundle-Thiele, S. 2004. Customer Satisfaction should not be the Only Goal. *Journal of Service Marketing*. 18(7). 514-523
- Bloemer, J., dkk. 1998. On The Relationship between Perceived Service Quality, Service Loyalty and Switching Costs dalam International Journal of Industry Management, Vol. 9 No. 5, hlm. 436-453.
- Bloemer, J., Ruyter, K.D., Peeters, P. (1998) Investigating drivers of bank loyalty: The complex relationship between image, service quality and satisfaction. *International Journal of Bank Marketing*, 16(7), 276-286.
- Brown, Barry, Dacin and Gunst. 2005 . Spreading The Word: Investigating Antecedents of Consumers Positive Word of Mouth Intentions and Behaviors in a retailing Context, *Journal the Academy of Marketing Science*; Vol. 33. No. 2. pg. 123-138
- Browne, M. W. and R. Cudeck (1989), "Single Sample Cross-Validation Indices for Covariance Structures," *Multivariate Behavioral Research*, 24(4), 445 - 55.

- Byrne, B. M. (1998), *Structural Equation Modeling with LISREL, PRELIS, and SIMPLIS*, New Jersey: Lawrence Erlbaum Associates, Inc.
- Caruana, A. (2002). Service loyalty. The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*
- Chadha, S. K. and Kapoor, D. (2009). "Effect of Switching Cost, Service Quality and Customer Satisfaction on Customer Loyalty of Cellular Service Providers in Indian Market," *Journal of Marketing Management*, Vol. VIII, No. 1, pp. 23-37
- Chang, C.H., Tu, C.Y. (2004) Exploring store image, customer satisfaction and customer loyalty relationship: Evidence from Taiwanese hypermarket industry. *Journal of American Academy of Business*, 7(2), 197-202.
- Chaniotakis, E. and Lymeropoulos C. 2009. Service Quality Effect on Satisfaction and Word of Mouth in The Health Care Industry, *Managing Service Quality*, Vol. 19, No. 2, pp 229 – 242
- Chaniotakis, E.I., Lymeropoulos, C. (2009) Service quality effect on satisfaction and word-of-mouth in the health care industry. *Managing Service Quality*, 19(2), 229-242.
- Chen, S., Quester, P. (2006) Modeling store loyalty: Perceived value in market orientation practice. *Journal of Services Marketing*, 20(3), 188-198.
- Chow, I.H., Lau, V.P., Lo, T.Y., Sha, Z.Yun, H.,(2007). Service qualit in restaurant operatons in China: decision- and experiential-oriented perspectves, *Intrnatonal Journal of Hospitlit Management* 26(3), 698-710
- Cronin, J.J Jr and Taylor, S.A. 1992. Measuring Service Quality: A Re-Examination and Extention. *Journal of Marketing*. 56(3). 55-68
- Darsono, Licen Indahwati (2005), Loyalty & Disloyalty: Sebuah Pandangan Komprehensif Dalam Analisis Loyalitas konsumen, *Jurnal Administrasi dan Bisnis*
- Davidow, Moshe (2003), Have You Heard The Word? The Effect Of Word Of Mouth On Perceived Justice, Satisfaction And Repurchase Intentions Following Komplain Handling, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 16 (2003), p:67-80
- Duhan,D. F., S. D. Johnson, J. B.Wilcox, and G. D. Herrel (1997), " Influence of Consumer Use of Word of Mouth Recommendation Sources", *Journal of the Academy of Marketing Science*, 25: 283-295
- Dutka, A. 2001. *AMA Handbook for Customer Satisfaction*, NTC Business Book, USA.

- Ferdinand, Augusty, (2002), *Structural Equation Modelling dalam Penelitian Manajemen*, Badan Penerbit Universitas Diponegoro, Semarang
- Fornell, C. and D. F. Larker (1981), "Evaluating Structural Equation Models with Unobserved Variables and Measurement Error," *Journal of Marketing Research*, 9, 39 - 50
- Ghozali, Imam & Fuad. (2005). *Structural Equation Modeling*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam (2005). *Analisis Multivariate Dengan Program SPSS*. Semarang : Badan Penerbit Universitas Diponegoro.
- Gremler, D.D., Gwinner, K.P., dan Brown, S.W. (2001), "Generating positive wordof-mouth communication through customer-employee relationships," *International Journal of Service Industri Management*, Vol. 12 (1), 44-59
- Gremler, D.D. and Brown, S.W. (1996), Service loyalty: its nature, importance, and implications, in Edvardsson, B., Brown, S.W. and Johnston, R. (Eds), *Advancing Service Quality: A Global Perspective*, *International Service Quality Association, Jamaica, NY*, pp. 171-80.
- Griffin, Jill. (2003). Customer Loyalty : Menumbuhkan Dan Mempertahankan Pelanggan. Jakarta, Airlangga
- Gronross, C., (1990), *Service Management and Marketing : Managing The Moment of Truth in Service Competition*, Levington Books
- Hair, J. J. F., Rolph E. Anderson, Ronald L. Tatham, and W. C. Black (1998), *Multivariate Data Analysis*, New Jersey: Prentice Hall International, Inc.
- Hamidreza Alipour Shirsavar, dkk.,(2012) A Study of Factors Influencing Positive Word of Mouth in the Iranian Banking Industry, Middle-East Journal of Scientific Research 11 (4): 454-460
- Holmes-Smith, P. (2001), *Introduction to Structural Equation Modeling Using LISREL*, Perth: ACSPRI-Winter Training Program
- Holmes-Smith, P. and K. J. Rowe (1994), "The Development and Use of Congeneric Measurement Models in School Effectiveness Research: Improving the Reliability and Validity Composite and Latent Variables for Fitting Multilevel and Structural Equation Models," paper presented in *The International Congress for School Effectiveness and Improvement*. Melbourne.
- Harrison-Walker, L.J. (2001) The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.

- Jones, T.O., Sasser, W.E. (1995) Why satisfied customer defect. *Harvard Business Review*, 73(6), 88-99.
- Joreskog, K. and D. Sorbom (1996a), *LISREL 8: User's Reference Guide*, Chicago: Scientific Software International, Inc
- Kotler dan Keller, (2012). *Marketing Management Edisi 14*, Global Edition. Pearson Prentice Hall.
- Kotler, P. 2000. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Pengendalian*. Jakarta. Jilid II. Edisi ke delapan. Penerbit Erlangga.
- Li Shao-Chang (2013), Exploring the Relationships among Service Quality, Customer Loyalty and Word-Of-Mouth for Private Higher Education in Taiwan, *Asia Pacific Management Review* 18(4) (2013) 375-389
- Li, C.L. (2005) The study of marketing perception difference in the higher technological and vocational schools. *Unpublished master thesis, National Pingtung University of Education, Pingtung, Taiwan*.
- Li, C.W., Liu, Y.S. (2007) Customer relationship using internet in service industry. *Journal of Customer Satisfaction*, 3(1), 25-60.
- Luis, Casal6, Flavi6n, Carlos and Guinalirq Miguel, 2008, 'The role of satisfaction and website usability in developing customer loyalty and positive word-of mouth in the e-banking services', *The International Journal of Bank Marketing*, Vol.26, Numb. 6, pp. 399- 417
- Oliver, R.L. (1999). A Cognitive Model of The Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*
- Parasuraman, A., Zeithamal, V.A., and Berry, L.L., (1998), SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service quality. *Journal of retailing, spring*
- Ranaweera, Chatura and Jhaideep Prabhu. 2003. On The Relative Importance of Customer Satisfaction and Trust as Determinants of Customer Retention 88
and Positive Word of Mouth, *Journal of Targeting, Measurement and Analysis for Marketing*, pg. 82
- Reingen, P. H., and Walker, B. A. 2001. Cross-Unit Competition for a Market Charter: The Enduring Influence of Structure, *Journal of Marketing* 65,pp. 29 – 31.
- Rosiana, Desak Gede. 2011. Pengaruh E-Servqual Terhadap Nilai Pelanggan, Kepuasan dan Word of Mouth Communication Anggota Situs Jejaring Sosial Facebook. *Tesis. Universitas Udayana*

- Roy, Sanjit Kumar, Gul Butaney, Bhupin Bhutaney, 2009, 'Examining the effects of the customer loyalty states on the word of mouth', PaciJic Asia Conference on Information Systems
- Sako, Kartika. 2012. Pengaruh Kepuasan Konsumen terhadap Komunikasi Word of Mouth dan Niat Pembelian Ulang Produk dan Jasa di Klinik Kecantikan London Beauty Centre Yogyakarta. *Tesis*. Universitas Gajah Mada
- Schumaker, R. E. and R. G. Lomax (1996), *A Beginner's Guide to Structural Equation Modeling*, New Jersey: Lawrence Erlbaum Associates, Inc.
- Sekaran, Uma.(2010). *Metodologi Penelitian untuk Bisnis*. Jilid 1. Edisi 4. Salemba : Jakarta
- Setyawati Indah . 2009. Analisis Pengaruh Kualitas Layanan Dan Kepuasan Pasien Terhadap Words Of Mouth (Studi pada Pasien Rawat Jalan RS. Bhakti Wira Tamtama Semarang). *Tesis, Program Studi Magister Manajemen Universitas Diponogoro, Semarang*.
- Shanka M.S.,(2012), Bank Service Quality, Customer Satisfaction and Loyalty in Ethiopian Banking Sector, *Journal of Business Administration and Management Sciences Research* Vol. 1(1), pp. 001-009
- Silverman, G., (2001), "The Power of Word of Mouth", *Direct Marketing*, 64: 47-52
- Siregar, S.P. (2004). *Analisis Kepuasan Para Anggota Terhadap Program Loyalitas Astraworld*. Tesis Fakultas Ekonomi Universitas Indonesia, tidak diterbitkan
- Soeling, Pantius D. (2007), Pertumbuhan Bisnis dan Tanggung jawab sosial perusahaan. *Jurnal Ilmu Administrasi dan Organisasi, Bisnis & Birokrasi*
- Sundram, D. S., K. Mitra, and C. Webster (1998), "Word of Mouth Communication: A Motivational Analysis", *Advances in Consumer Research*, 25: 527-531
- Supardi. (2005). Metode Penelitian Ekonomi dan Bisnis. Yogyakarta: UII Press
- Tjiptono, F. dan Chandra, G. 2007. *Service Quality & Satisfaction*. Yogyakarta : Penerbit ANDI
- Tjiptono, F.,(1997), Prinsip-prinsip Total Quality Service, Andi, Yogyakarta, Edisi Pertama
- Tjiptono, Fandy (2005), *Service, Quality, and Satisfaction*. 2nd ed. Yogyakarta: Andi Offset.
- Tjiptono, Fandy, 2002. *Manajemen Jasa*. Penerbit ANDI, Yogyakarta.

- Walker H, (2001), Measurement of Word of Mouth Communication And An Investigation of Service Quality and Customer Commitment As Potential Antecedents, *Journal of Service Research*, Vol. 4, No. 1, pp. 60-75.
- Werts, C. E., D. R. Rock, R. L. Linn, and K. G. Joreskoq (1978), "A General Method of Estimating the Reliability of A Composite," *Educational and Psychological Measurement*, 38, 933 - 38
- Wong, A., Sohal, A. (2003) Service quality and customer loyalty perspectives on two levels of retail relationships. *Journal of Service Marketing*, 17(5), 495-511.
- Yavas, U., Benkenstein, M., Stuhldreier, U. (2004) Relationships between service quality and behavioral outcomes: A study of private bank customers in Germany. *The International of Bank Marketing*, 22(2), 144-157.

