

DAFTAR PUSTAKA

- Akbar, M.M & Parvez, N. 2009. Impact for service quality, trust and customer satisfaction on costomer loyalty. *ABAC Journal*. Vol. 29 No. 1.
- Allen, N. J., J. P. Meyer. 1997. *Commitment in The Workplace Theory Research and Application*. Califotnia: Sage Publications.
- Allen, N. J., Meyer, J. P. 1991. A three- component conceptualisation of organisational commitment. *Human Resource Management Review*, 1, 1, pp.61-89.
- Arikunto, S. 2002. *Prosedur Penelitian, Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta.
- Aurier, Philippe., Gilles Se´re´ de Lanauze. 2010. Impacts of perceived brand relationship orientation on attitudinal loyalty: An application to strong brands in the packaged goods sector. *European Journal of Marketing*. Vol. 46 No. 11/12, 2012. pp. 1602-1627.
- Baldauf, et all . 2003. “Performance consequences of brand equity management : evidence from organizations in the value chain”, *Journal of Product & Brand Management*, Vol. 12 No. 4, p. 220-236.
- Berry, L.L, et all 1994. *Improving Service Quality in America : Lessons Learned*, Academy of Management Executive
- Bilson Simamora, 2002, *Panduan Riset Perilaku Konsumen*, Surabaya: Pustaka Utama.
- Bowen, J. T., Chen S. L. 2001. The Relationship Between Customer Loyalty and Customes Satisfaction. *International Journal od Competorary Hospitality Management*. England: MCB UP Ltd.
- Brucks, et all 2000. “Price and brand name as indicators of quality dimensions for consumer durables”, *Academy of Marketing Science Journal*, Vol. 28 No. 3, p. 359-374.
- Buttle, Francis. 2007. *Custumer Relationship Management (Manajemen Hububgan Pelanggan)*. Bayumedia. Jakarta
- Cheng, T.C.E., et all. 2008. “The driving forces of customer loyalty: a study of internet service providers in Hong Kong”, *International Journal of E-business Research*, Vol. 4 No. 4, pp. 26-42

- Darsono, L.I. 2004. Loyalty & Disloyalty: Sebuah Pandangan Komprehensif Dalam Analisa Loyalitas Pelanggan'. *Kinerja*, 8(2): 163-173
- Durianto, et. al. 2004. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen*. Semarang: BP Undip.
- Ferdinand, Augusty. 2006. *Structural Equation Modeling dalam Penelitian Manajemen*. Semarang: BPUndip.
- Fullerton, G. 2003. "When does commitment lead to loyalty?", *Journal of Service Research*, Vol. 5 No. 4, pp. 333-44.
- Gassenheimer and Manolis, Chris. 2001. The Influence of Product Customization and Supplier Selection on Future Intentions: The Mediating Effects of Salesperson and Organizational Trust. *Journal of Managerial Issues*, 13 (Winter), 418-35.
- Greenberg, Jerald dan Baron, Robert A. 2008. *Perilaku Organisasi*. Jakarta : Prentice Hall
- Hatane, et al 2009. Service Quality, Perceive Value, Satisfaction, Trust, dan Loyalty pada PT. Kereta Api Indonesia Menurut Penilaian Pelanggan Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1, April 2009.
- Hennig-Thurau, et all 2002. Understanding Relationship Marketing Outcomes An Integration of Relational Benefits and Relationship Quality, *Journal of Service Research*, 4(3), 230-247.
- Hoyer, et al 1997, *Consumer Behavior*, Boston: Houghton Mifflin Company
- Jasfar, Farida. 2002. *Manajemen Jasa : Pendekatan Terpadu*. Jakarta : Ghalia Indonesia.
- Karsono, Nurul Huda, 2006, "Pengaruh manfaat relasional dan kualitas hubungan terhadap kesetiaan dan komunikasi lisan pelanggan". *Jurnal bisnis dan manajemen*, Vol. 6, No. 1, h.97-120.
- Karsono. 2008. Analisis Antesenden Loyalitas konsumen: Peran Komplain dalam kepuasan Konsumen TELKOM FLEXI di Surakarta. *Media Riset Manajemen Bisnis*. Vol.08, No,1 pp,89-119.
- Lin, Nang-Hong,. Bih-Shya Lin. 2007. The Effect of Brand Image and product Knowledge on Purchase Intention Moderated by price Discount. *Journal of International Management Studies*. Vol. August.

- Lupiyoadi, Rambat. 2004. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Luthans, F. 2008. *Perilaku Organisasi- Edisi Kesepuluh*. Alih Bahasa: Vivin Andika Yuwono, dkk. Yogyakarta: Andi
- Morgan, R.M., & Hunt. S.D., (1994), The Commitment-Trust of The Relationship Marketing, *Journal of Marketing*, July, Vol. 58, No.3, pp.20-38
- Morgan, R.P. 2000. "A Consumer-Orientated Framework of Brand Equity and Loyalty", *International Journal of Market Research*, Vol. 42 No. 1, pp.65-78.
- Mowen, John, C., dan Minor, M. 2002. *Perilaku Konsumen Jilid 1*, Edisi. Kelima (terjemahan), Erlangga: Jakarta
- Mula Joseph, Ainur Rofiq. 2010. "*The Effect of Customers' Trust on E-Commerce: A Survey of Indonesian Customer B to C Transactions*."
- Nangoi. 2004. *Pemberdayaan di Era Ekonomi Pengetahuan*. Jakarta; PT Gramedia
- Nitisusastro, Mulyadi. 2012. *Perilaku Konsumen*. Bandung: AlfaBeta.
- Palmatier *et al.*, 2006. *The Art of Marketing Vol. 8 Customer Relationship Marketing*. New Delhi: Crest Publishing House
- Peppers, Don and Martha Rogers, 2004. *Managing Customer Relationships: A Strategic Framework*, New Jersey: John Wiley & Sons, Inc
- Prasaranphanich, 2007. *Perilaku Konsumen : Analisis Model Keputusan*. Penerbitan Universitas Atma jaya Yogyakarta, Yogyakarta
- Santoso, Singgih. 2012. *Analisis SEM Menggunakan Amos*. Gramedia : Jakarta
- Schiffman, leon., Kanuk, Leslie. L. 2004. *Consumen Behaviour (Eight edition)*. New Jersey: Prentice Hall.
- Soekidjan. 2009. *Manjaemen Sumber Daya Manusia*. Jakarta: Bumi Aksara.
- Stephen, Robbins P. 2008. *Organizational Behaviour. Tenth Edition*. Ahli bahasa: Drs. Benyamin Molan. Jakarta: Salemba Empat
- Sugiyono. 2008. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung Alfabeta.

- Sumarwan, Ujang. 2003. *Perilaku Konsumen, Teori dan Penerapannya Dalam Pemasaran*. Ghalia Indonesia, Jakarta
- Sutisna. 2001. *Perilaku Konsumen dan Komunikasi Pemasaran*, Bandung: Penerbit PT. Remaja Rosdakarya.
- Tjiptono, Fandy. 2007. *Manajemen Jasa*. Yogyakarta : ANDI
- Tjiptono, et all 2011. *Service, Quality, Satisfaction*. Edisi Ke-3. Yogyakarta: ANDI OFFSET
- Utomo, Priyanto Doyo, 2006, *Analisis Terhadap Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Operator Telepon Seluler*. Thesis: Universitas Gadjah Mada.
- Venetis, Karin A and Pervez N. Ghauri, 2004. "Service Quality and Customer Retention: Building Longterm Relationships." *European Journal of Marketing*, Vol. 38, No.11/12, pp. 1577-1598.
- Waluyo, Purwanto dan Agus Pamungkas. 2003. "Analisis Perilaku Brand Switching Konsumen Dalam Pembelian Produk Handphone di Semarang." *JURNAL BISNIS DAN EKONOMI*, Maret 2003