

Daftar Pustaka

- Anderson, Eugene W., Claes Fornell and R.R Lehmann. 1994. "Customer Satisfaction, market share, and profitability: Finding from Sweden". *Journal of Marketing*. Vol 58, p.53-66
- Anderson, Eugene W., Claes Fornell and R.T. Rust. 1997. Customer Satisfaction, productivity and profitability: Differences between goods and service". *Marketing Science*. Vol, 16, p.129-145
- Fornell, Claes and B. Wenerfelt. 1987. "Defensive marketing strategy by customer complaint management: A theoretical analysis". *Journal of Marketing Research*. Vol 24, p.337-346
- Irawan, Handi. 2009. *10 Prinsip Kepuasan Pelanggan*. Jakarta : Elek Media Komputindo
- Kotler, P dan K.L Keller. 2008. *Manajemen Pemasaran* Jilid 2. Edisi ke-12. Jakarta: PT Indeks.
- Kotler, P. and K.L. Keller. 2012. *Marketing Management*, 14th ed. Upper Saddle River, N.J : Prentice Hall International, Inc.
- Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa*. Edisi ke-3. Jakarta: Salemba Empat.
- Parasuraman, A., V.A. Zeithaml, and L.L. Berry (1988), "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality", *Journal of Retailing*, Vol.64, p. 12-40
- Soedjas, Triwibowo. 2014. *Layanan WOW untuk Pelanggan*. Cetakan ke-1. Yogyakarta: Media Pressindo.
- Tjiptono, Fandy. 2014. *Pemasaran Jasa*. Cetakan ke-1. Yogyakarta: ANDI
- <https://id.wikipedia.org/wiki/Kalibrasi> diakses pada tanggal 6 Mei 2018
- www.bbkkp.go.id diakses pada tanggal 1 April 2018