

DAFTAR PUSTAKA

- Ainy, Asmaripa & Misnaniarti & Alam Fajar, Nur. (2012). *Importance Performance Analysis* Pelayanan Jaminan Sosial Kesehatan di Puskesmas Swakelola Pembina. Retrieve from <http://jurnalkesmas.ui.ac.id//article/56>
- Buchory, Achmad Herry & Saladin, Djaslim. (2010). *Manajemen Pemasaran*: Edisi Pertama. Bandung: Linda Karya.
- Dumiya, Romi. (2012, 6 Januari). Internet: Kebutuhan Dasar Manusia. Chip [online], Tersedia: www.chip.com.id/article/technology/internet-kebutuhan-dasar-manusia/ [3 Maret 2015]
- Fatimah, Siti. (2009, 24 Desember). Sejarah dan Perkembangan Internet di Dunia dan Dunia. Markijar [online], Tersedia: <http://www.markijar.com/2015/07/sejarah-dan-perkembangan-internet-di.html>
- Fitriah, Farida. Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan Jasa Kereta Api Ekspres Pakuan Jabodetabek (Studi Kasus Kereta Api Ekspres Pakuan Bogor-Jakarta). Retrieved from <http://repository.ipb.ac.id/47741>
- Ganguli, Shirsendu & Kumar Roy, Sanjit. (2010). *The role of customer satisfaction to enhance customer loyalty at bank islamic Malaysia*. Retrieved from <http://ccsenet.org/journal/index.php/ijef/article/download/222/210>
- Husada, T. R.. (2014, 23 Juni). Inilah 4 Provider Internet Broadband di Indonesia. Technasia [online], Tersedia: <https://id.technasia.com/inilah-4-provider-internet-broadband-di-indonesia/>
- Kotler, Phillip & Keller, Kevin Lane (2012). *Marketing Management* (14th edition). New York: Prentice Hall.
- Markplus.Inc. (2015). Penetrasi Pengguna Internet di Indonesia. Markplus Insight [online], Tersedia: http://www.markplusinsight.com/product/research_report
- Melfa, Yola. (2013). Analisis Kepuasan Konsumen Terhadap Kualitas Pelayanan dan Harga Produk Pada Supermarket dengan Menggunakan Metode *Importance Performance Analysis (IPA)*. Retrieved from http://industri.ft.unand.ac.id/Pdf/josifiles/vol_12_no_1_april_2013
- Mosahab, Rahim & Muhammad, Osman & Ramayah, T.. (2010). *Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation*. Retrieved from <http://ccsenet.org/journal/index.php/ibr/article/view/6811>

- Neger, Meher & Ahamed, Bulbul & Mahmud, Khaled. (2013). *Measuring Service Quality of Internet Service Providing Firms in Bangladesh*. Volume XIII. 2-7. Retrieved from Global Journal Inc. Database.
- Numbers of RI Internet Users from APJII*. (2015, 26 Februari). The Jakarta Post [online], Tersedia: <http://www.thejakartapost.com/news/2014/01/15/number-ri-internet-users-increases-2015-apjii.html>
- Oscar, Johan. (2013). Analisis Kepuasan Pelanggan dengan *Importance Performance Analysis* di SBU Laboratory Cibitung PT Sucofindo (PERSERO). Retrieved from <http://ejournal.undip.ac.id/index.php/jgti/6024>
- Pangihutan Siboro, Surya. (2014). Analisis Kepuasan Konsumen dengan Menggunakan *Importance Performance Analysis* (Studi Kasus Pada Pelayanan Dealer Bengkel Sentra Anugrah Motor di Terusan Bojongsoang, Bandung). Retrieved from <https://repository.telkomuniversity.ac.id/pustaka/files/65373/>
- Panjaitan, Johan. (2015, 30 April). Profil Pengguna Internet Indonesia. Sosmed Today [online], Tersedia: www.sosmedtoday.com/article/profil-pengguna-internet-indonesia.html [3 Maret 2015]
- Peter, J. Paul & Olson, Jerry. (2012). *Consumer Behavior* (9th edition). New York: Mc-Graw Hill Education.
- Pangsa Pasar *Fixed Fiber Internet Provider* Indonesia Tahun 2015. (2015, April). Datacon [online], Tersedia: <http://www.datacon.co.id/ISP-Marketshare.html>
- Pengguna Internet Indonesia Nomor Enam Dunia. (2013, 17 September). Indonesia Internet Exchange [online], Tersedia: <http://www.iix.net.id/>
- Pongky, Dwi. (2010, 26 Maret). Peta Pertumbuhan Internet Di Era Globalisasi. PCplus [online], Tersedia: www.pcplus.co.id/article/peta-pertumbuhan-internet-di-era-globalisasi/ [3 Maret 2015]
- Puji, Isyanto & Sri, Suparno. (2012). Analisis Kepuasan Konsumen pada Bengkel Mobil Seputra Motor Karawang. Retrieved from <http://www.scribd.com/doc/271967910/Analisis-Kepuasan-Konsumen-Pada-Bengkel-Mobil-Seputra-Motor-Karawang/>
- Rahmawati, Herlina. (2010). Analisis Kualitas Pelayanan Jasa Menggunakan Metode *Servqual* dan *Importance Performance Analysis* di Kantor Perpustakaan dan Arsip Kabupaten Karanganyar. Retrieved from <http://eprints.uns.ac.id/7556/>
- Rizal, Nugraha. (2014). Usulan Peningkatan Kualitas Pelayanan Jasa pada Bengkel “X” Berdasarkan Hasil Matrix *Importance Performance Analysis* (Studi Kasus di Bengkel AHASS PD. Sumber Motor Karawang). Retrieved from <http://ejournal.itenas.ac.id/index.php/rekaintegra/article/view/279>

- Sekaran, Uma & Bougie, Roger. (2010). *Research Methods for Business A Skill Building Approach*. United Kingdom: Wiley.
- Silva, Fatima de Jesus & Fernandes, Paula Odete. (2012). *Importance Performance Analysis As a Tool In Evaluating Higher Education Service Quality: The Empirical Results Of Estig (IPB)*. Retrieved from <http://waset.org/publications/15226/empirical-study-on-the-student-satisfaction-in-higher-education-importance-satisfaction-analysis>
- Siregar, Baldric. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Sofyan, Ahmad. (2009). 2014, Pengguna Internet Indonesia Capai 88,1 Juta. CNN Indonesia [online], Tersedia: <http://www.cnnindonesia.com/teknologi/20150326134506-185-42064/2014-pengguna-internet-indonesia-capai-881-juta/>
- Sugiyono. (2012). *Metodologi Penelitian Bisnis*. Bandung: CV. Alfabeta.
- Sunyoto, Danang. (2012). *Dasar-Dasar Manajemen Pemasaran*. Yogyakarta: CAPS)
- Susyanto, Bondan Agus. (2012). *Pemasaran Jasa*. Jakarta: PT. Bumi Aksara.
- Suyati. (2011). Analisis Kepuasan Pelanggan atas Pelayanan Jasa PDAM Surakarta. Retrieved from: http://digilib.uns.ac.id/skripsi.php?id_skr=1156
- Tjiptono, Fandy. (2012). *Strategi Pemasaran*. Yogyakarta: PT. ANDI Offset.
- Tzeng, Gwo-Hsiung & Chang, Hung-Fan. (2011). *Applying Importance Performance Analysis as a Service Quality Measure in Food Service Industry*. Volume VI. 2-9. Retrieved from <http://www.scielo.cl/pdf/jotmi/v6n3/art08.pdf>
- Wicaksono, Bayu Luhur & Susanto, Adhi. (2013). Evaluasi Kualitas Layanan Website Pusdiklat BPK RI Menggunakan Metode *Webqual* Modifikasian dan *Importance Performance Analysis*. Retrieved from <http://ejnteti.jteti.ugm.ac.id/index.php/JNTETI/article/viewFile/50/84>
- Wijaya, Tony. (2011). *Manajemen Kualitas Jasa*. Yogyakarta: Indeks.