

DAFTAR PUSTAKA

- Bakar, Abu. 2010. *Analisis Pengaruh Customer Satisfaction, Switching Cost, dan Trust in Brand terhadap Customer Retention* (Studi Kasus: Produk Kartu Seluler Prabayar *simPATI* Wilayah Semarang). Program Sarjana Fakultas Ekonomi. Semarang: Universitas Diponegoro.
- Bansal, H. S., P. G. Irving, & S. F. Taylor. 1999. The Service Provider Switching Model (SPSM): A Model of Customer Switching Behavior in the Service Industry. *Journal of Service Research*. 2(2): 200-218.
- Crowder, Kyle. 2000. *Crosstabs with Chi-Square Test*. United States: University of Washington.
- Dirjen Postel Indonesia. 2010. *Bab VI : Bidang Telekomunikasi*. Available at: www.postel.go.id/webupdate/Dastik. [Accessed 14 Januari 2011].
- Dewi, M. R. 2010. *Analisis Kepuasan dan Loyalitas yang Dipengaruhi oleh Variabel Convenience, Transaction Process, Content Reliability, Price, Customer Service dan Visibility Pada Pengguna Mobile Content Telkomsel*. Program Sarjana Fakultas Rekayasa Industri. Bandung: Institut Teknologi Telkom.
- Fornell, C. 1992. A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*. 56: 6-21.
- Frenzen, J. K. & H. L. Davis. 1990. Purchasing Behavior in Embedded Markets. *Journal of Consumer Research*. 17(1): 1-12.
- Garbarino, E. & M. S. Johnson. 1999. The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*. 63: 70-87.
- Gervitz, C. D. 1994. *Developing new products with TQM*. New York: McGraw-Hill.
- Ghozali, I. 2001. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: RPUD.
- Gliem, Joseph, A and Rosemary, R, Gliem., 2003. *Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability, coefficient for Likert-Type Scales*. Columbus : Ohio State University.
- Griffin, Jill & M. W. Lowenstein. 2001. *Customer Winback: How to Recapture Lost Customers and Keep Them Loyal*. California: Jossey-Bass.
- Kim, Moon-Koo, Jong-Hyun Paik, Seol Seong-ho & Hee-Jin Park. 2004. An Empirical Study on the Influencing Factors of Customer Churning

Intention after Introducing Mobile Number Portability in Korea.
Working Paper.

- Kotler, P. D. & K. L. Keller. 2007. *Manajemen Pemasaran I*. Jakarta: PT. Indeks.
- Lau, G. T. & S. H. Lee. 1999. Consumer's Trust in Brand and The Link to Brand Loyalty. *Journal of Market Focused Management*. 4(4): 341-370.
- Lovelock, H., Christopher Wright, & Laurent K. 2007. *Principles of service marketing and management*. Translated from (English) by Widyantoro, Agus *et al.* Jakarta: Indeks.
- Mowen, J. C. & M. Minor. 2002. *Perilaku Konsumen Jilid 2*. Jakarta: Erlangga.
- Nicita, Antonio. 2007. Consumers Winback: Just Competition or Predation?.
Policy Paper.
- Nicolino, P. F. 2004. *The Complete Ideal's Guide Brand Management*. Jakarta: Prenada.
- Pamenan, S. Z. T. D. 2010. *Churn Rate Tinggi, Operator terus Genjot Kapasitas Jaringan Mobile Data*. Available at: <http://bataviase.co.id>. [Accessed 9 Januari 2011].
- Radji, D. L. 2009. Hubungan Citra Merek, Kepuasan dan Loyalitas Konsumen. *Jurnal Bisnis Indonesia & Manajemen*. 10(1): 17-34.
- Rohayati, Yati. 2009. *Pengaruh Investasi Relasional, Kepuasan dan Kualitas Alternatif terhadap Komitmen Relasional dan Intensi Telekomunikasi Seluler di Indonesia*. Disertasi Ph.D. Jakarta: Universitas Indonesia.
- Stauss, Bernd & C. Friege. 1999. Regaining Service Customers. *Journal of Service Research*. 1(4): 347-361.
- Telkomsel Indonesia. 2011. Available at: www.telkomsel.com/profile. [Accessed 20 Januari 2011].
- Thomas, S., Blattberg Jacquelyn, C. Robert, & F. J. Edward. 2004. Recapturing Lost Customers. *Journal of Marketing Research*. 12: 31-45.
- Tokman, M., M. L. Darvis, & N. K. Lemon. 2007. The WOW Factor: Creating Value Through Winback Offers to Reacquire Lost Customers. *Jurnal of Retailing*. 83(1): 47-64.
- Zeithaml, V. A. & M. J. Bitner. 2000. *Services Marketing: Integrating Customer Focus Across the Firm, Second Edition*: The McGraw-Hill Companies.