

## DAFTAR PUSTAKA

- Ardianto, Elvinaro. (2010). *Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Blech, G. (2001). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Boston: McGraw-Hill
- Bungin, Burhan. (2009). *Metode Penelitian Kuantitatif*. Jakarta: Kencana.
- Buttle, Francis. (2009). *Customer Relationship Management : Concept and Technologies*. Burlington: Elsevier.
- Davis, Anthony. (2003). *Everything You Should Know About Public Relations panduan lengkap tentang PR*. Jakarta: PT. Elex Media Komputindo.
- Evans, Dave. (2008). *Social Media Marketing an Hour a Day*. Indiana Polis, Indiana: Wiley Publishing, Inc.
- Freeland, John G. (2003). *The ultimate CRM handbook*. New York : McGraw-Hill.
- Golden, Michelle (2011), *Social Media Strategies for Professionals and Their Firms*. New Jersey: John Wiley & Sons.
- Griffin, Ricky W., & Ronald, E. (2006) *Business Essential*, New Jersey: Prentice Hall
- Harrison, Shirley. (1995). *Marketers Guide To Public Relations*. New York: John Wilwy And Sons
- Hawkins et all. (2000). *Consumer Behavior: Building Market Strategy*. New York: Mc Graw-Hill
- Jefkins, Franks., & Daniel, Y. (2004). *Public Relations (Edisi Kelima)*. Jakarta: Erlangga.
- Kasali, Rhenald. (2003). *Manajemen Public Relations*. Jakarta: Grafitti.

- Kotler, Philip., & Keller, K. (2007). *Manajemen Pemasaran* (Jilid Dua Edisi Kedua Belas), Jakarta: PT Indeks.
- Kraven, David W. (1996). *Pemasaran Strategies*. (Lina Salin, Trans.) Jakarta: Erlangga.
- Lattimore, Dan dan Otis Baskin, et all. (2010). *Public Relation Profesi dan Praktik (Edisi Ketiga)*. Jakarta: Salemba Humanika.
- Meerman Scott, David. (2010). *The New Rules of Marketing & PR: How To Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly*. New Jersey: John Wiley & Sons.
- Moore, Frazier. (2005). *Humas Membangun Citra dengan Komunikasi*. Bandung: Remaja Rosda Karya.
- Payne, Adrian. (2005). *Hand Book of CRM : Achieving Excellence in Customer Management*, Oxfore: Buterworth-Heinemann.
- Rakhmat, Jalaluddin. (2009). *Metode Penelitian Komunikasi*. Bandung: Remaja Rosada.
- Ruslan, Rosady. (2008). *Metode Penelitian Public Relations dan Komunikasi*. Jakarta: Rajawali Pers.
- Shainesh G., Sheth Jagdish, N., & Parvatiyar, A. (2001). *Customer Relationship Management Emerging Concept, Tools and Applications*. New York : McGraw-Hill.
- Soemirat, Soleh., & Elvinaro, A. (2002). *Dasar-Dasar Public Relations*. Bandung: Remaja Rosdakarya.
- Solis, Brian. (2011) *Engage : The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Succes in the New Web*. New Jersey: John Wiley & Sons.
- Tjiptono, Fandy. (1997). *Strategi Pemasaran*. Yogyakarta: Andi.

- Trenholm, Sarah., & Arthur, J. (1996). *Interpersonal communication*. California: Wadsworth Publishing Company.
- Wiryanto. (2004). *Pengantar Ilmu Komunikasi*. Jakarta : Grasindo
- Zarrela, Dan. (2010). *The Social Media Marketing Book*. Sebastopol : O'Reilly Media.
- Chandra, Arie Indra. (2008). Jurnal Administrasi Bisnis. *Citra Perusahaan: Kebutuhan Perusahaan dalam Menjalin Hubungan dengan para Stake Holder*. 4, 114-126.
- Coleman Parkers Research. (2008). *CRM and Social Media: Maximizing Deeper Customer Relationships*. Washington: Avana
- Fullerton, G. (2004), *The Service Quality-Loyalty Relationship in Retail Services: Does Commitment Matter* *Journal of Retailing and Consumer Services*.11, 99-111. Retrieved from Emerald Insight
- Hasen, Derek L. (2011) *Exploring Social Media Relationship*. 19, 43-51. Retrieved from Emerald Insight
- Kandampully, Jay and Dwi Suhartanto. (2000). *Customer Loyalty in The Hotel Industry: the Role of Customer Satisfaction and Image*, *International Journal of Contemporary Hospitality Management*, 12(6), 346-351. Retrieved from Emerald Insight
- Mardhiah, Alnol. (2008). Jurnal Aplikasi Manajemen. *Eksistensi Public Relations (Hubungan Masyarakat) pada suatu Perusahaan*. 6, 91-98. Universitas Brawijaya.
- Prasetiawan, Dani., & Minaldi L. (2008). Jurnal Piranti Warta. *Analisis Proses CRM PT. Telkom untuk Peningkatan Loyalitas Pelanggan Produk Speedy*. 11, 45-54. Universitas Bina Nusantara.
- Sin, Leo Y.M.,B. Alan C., & Yim, Frederick. (2004) *CRM: conceptualization and scale developmen* *European Journal of Marketing*. 34, 1264-1290. Retrieved from Emerald Insight

- Wahyono, G Budi., & Hendra Sayono. (2007). *Jurnal Manajemen Gajayana Analisis Peran Public Relations dalam Penginformasian Produk Jasa Pelayanan kepada Publik: Studi pada PT.Pos Indonesia (Persero)*. 4, 53-60. Universitas Gajayana.
- Gunawan, Arie Indra. (2008). *Pengaruh Komunikasi Pemasaran Terpadu dan Atribut Produk Terhadap Citra Merek Serta Dampaknya pada Keputusan Pembelian Telkom Speedy*. Tesis pada Universitas Pendidikan Indonesia: UPI.
- Purnama, Restu Aditya. (2010). *Pengaruh Program Public Relations Terhadap Pembentukan Citra Hotel Grand Aquila Bandung*. Skripsi pada Universitas Pendidikan Indonesia: UPI.
- Ratnasari, Nur. (2008). *Pengaruh Media Iklan Televisi terhadap Citra Merek serta implikasinya pada Loyalitas Pelanggan Produk Shampoo Pantene*. Skripsi pada Universitas Pendidikan Indonesia: UPI.
- Saritresna, Wina. (2008). *Pengaruh Sistem Penyampaian Jasa terhadap Citra Perusahaan Bank Jabar cabang Tasikmalaya*. Skripsi pada IM Telkom Bandung: STMB.
- Wibisono, Herry. (2004). *Pengaruh Event Marketing Jarum Super terhadap pembentukan citra perusahaan PT. Jarum Kudus*. Skripsi pada IM Telkom Bandung: STMB.
- Cavazza, Fred. (2008). *Social Media Landscape*. [Online] <http://www.fredcavazza.net/2008/06/09/social-media-landscape/> [24 April 2011]
- Nutfie, Lukman.(2010) *Apa itu Social Media Marketing PR*. [Online] <http://www.virtual.co.id/blog/cyberpr/apa-itu-social-media-marketing-pr/>[24 April 2010].
- Nutfie, Lukman.(2010) *Strategi Social Media Marketing Perlu Riset dan Insight*. [Online] <http://www.virtual.co.id/blog/cyberpr/strategi-social-media-marketing-perlu-riset-dan-insight/>[24 April 2010].

Palupi, Dyah Hasto. (2009). *Public Relations 2.0*. [Online]  
[http://mix.co.id/index.php?option=com\\_content&task=view&id=481&Itemid=14](http://mix.co.id/index.php?option=com_content&task=view&id=481&Itemid=14) [24 April 2010].

Suryadhi, Ardhi. (2010). *Media Sosial dan Penghalus Citra* [Online]  
<http://www.detikinet.com/read/2010/10/29/162438/1478827/398/media-sosial-dan-penghalus-citra-perusahaan/> [29 April 2011]