

## DAFTAR PUSTAKA

AD/ART Anka Adika Production, 1997

Aryani, Dwi dan Rosinta, Febrina. 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Bisnis & Birokrasi, Jurnal Ilmu Administrasi dan Organisasi*, Vol. 17, No. 2, hlm. 114-126

Anderson, Erin., William T Ross Jr., and Barton Weitz. 1998. Commitment and its Consequences in the American Agency System of Selling Insurance. *Journal of Risk and Insurance*. Vol. 65, Iss. 4, pp. 637-669

Allen, N.J. and Meyer, J.P., 1990, The Measurement and Antecedents of Affective, continuance and Normative Commitment, *Journal of Occupational Psychology*, 63, 1, pp.1-18

Arafat, Wilson. 2006. *Manajemen Perbankan Indonesia – Teori dan Implementasi*. Jakarta: LP3ES

Arikunto, Suharsimi. 2006. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Edisi Revisi. Cetakan Kedelapan. Jakarta: Rineka Cipta.

Ating Somatri dan Sambas Ali Muhidin. 2006. *Aplikasi Statistik dalam penelitian*. Pustaka Setia Bandung

Barnes, James G. 2003. *Secrets Of Customer Relationship Management; Rahasia Manajemen Hubungan Pelanggan*. ANDI, Yogyakarta.

Bennet R, McColl. 2000. *Trust, Commitment and Attitudinal Brand Loyalty: Key Construct in Business-to-Customer Relationship*. Visionary Marketing for 21, University of Queensland

Berry L, Parasuraman. 1991. *Marketing Service: Competing Through Quality*, The Free Press, A Division of Macmillan, Inc, New York

Berry, L.L., Yadav, M.S. 1996. Capture and communicate value in the pricing of services, *Sloan Management Review*, Vol. 37 No.4, pp.41-51

Bloemar, Josoe., and Gaby Oedekerken Schorder. 2000. *The Influence of Store Image And Relationship Proneness On Store Loyalty*. European Journal of Marketing, Vol. 32, pp. 499-513

Brant Shannon. 2000. *Customer Loyalty. University of North Florida Burgha, Chatal M. 1999. Trust and Commitment in Relationship Marketing*. The Perspective From Decision Sciene. Business Reserach

- Buttle, F. 2004. Customer relationship management: *Concepts and tools*. Oxford: Elsevier.
- Buchari, Alma. 2009. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi. Bandung : CV. Alfabeta
- Caceres, Ruben Chumpitaz and Paparoidamis, Nicholas G. 2007. *Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty*. European Journal of Marketing Vol. 41 No. 7/8
- Crosby, Lawrence A., Kenneth R. Evans., and Deborah Cowless. 1990. Relationship Quality in service Selling: An Interpersonal Influence Perspective. *Journal of Marketing*. Vol. 54, No. 1, pp. 68-81.
- Daud Hindarto, Peter. 2013. Hubungan *Relationship Marketing* Dengan Loyalitas Pelanggan Ritel. Jurnal JIBEKA. Vol 7, No 3. hal 41 -46
- Dimitriades, Zoe S. 2006. Customer Satisfaction, Loyalty and Commitment in Service Organizations, Management Research News.Vol.29-No. 12.2006, pp 782-800
- Djamaluddin, Ancok. 1992, *Teknik Penyusunan Skala Pengukuran*. (Seri Metodologi No.9), Yogyakarta : Universitas Gajah Mada.
- Dorsch, Michael J., Scott R Swanson., and Scott W Kelley. 1998. The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers. *Academy of Marketing Science*. Vol. 26, Iss. 2, pp. 128-202.
- Doney, Patricia M., dan Joseph P. Cannon, 1997, An Examination of the Nature of Trust in Buyer-Seller Relationship, *Journal of Marketing*, Vol. 61, April, pp. 35-51
- Dwyer, F.R., Schurr, P.H. & Oh, S. (1987) Developing Buyer-Seller Relationships. *Journal of Marketing* 51(2), 11.
- Ellena, Frieda. 2011. • Analisis Pengaruh Kepercayaan, Komitmen, Komunikasi dan Penanganan Keluhan Terhadap Loyalitas Nasabah Pada Nasabah PT. BRI (Persero) Tbk. Cabang Pemalang. *Skripsi*, Fakultas Ekonomi, Universitas Diponegoro, Semarang.
- Ferrinadewi, Erna dan S. Pantja Djati. 2004. “Upaya Mencapai Loyalitas Konsumen Dalam Perspektif Sumber Daya Manusia”. *Jurnal Manajemen & Kewirausahaan*, Vol. 6, No. 1, Maret 2004: 15–26
- Feriy, Anggriawan dan Andy, Kridasusila. 2013. Pengaruh Kepuasan,Kepercayaan Dan Komitmen Terhadap Loyalitas Pelanggan (Studi Pada Kuch2Hotahu di Alfa Jl.Fatmawati Raya Semarang). <http://www.e-jurnal.com/2013/12>

- Garbarino, Ellen., and Mark S. Johnson. The Different Role of Satisfaction, Trust, and Commitment in Customer Relationships. 1999. *Journal of Marketing*, Vol. 63 No. 2, pp. 70-87
- Ganesan, Shankar (1994), Determinants of Long-Term Orientation in Buyer-Seller Relationships, *Journal of Marketing*, 58 (April), 1-19.
- Ghozali, Imam, 2001, Aplikasi Analisis Multivariate Dengan Program SPSS (Edisi Kedua), *Badan Penerbit Universitas Diponegoro*, Semarang
- Griffin, Jill. 2003. *Customer Loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta. Erlangga
- Gundlach, G.T., R.S. Achrol and J.T. Mentzer (1995) The Structure of Commitment in Exchange, *Journal of Marketing*, 59(January), pp.78-92
- Guenzi, Paolo, Catherine Pardo, and Laurent Georges. 2007. Relational Selling Strategy and Key Account Managers Relational Behaviors: *An Exploratory Study*. *Industrial Marketing Management*, Vol. 36, Iss. 1; pp. 121-132.
- Hallowell, Richard (1996), The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability. *An Empirical Study*, *International Journal of Service Industry Management*, 7 (4), 27-42
- Hibbard, Jonathan D., Nirmalya Kumar., and Louis W Stern. 2001. Examining the Impact of Destructive Acts in Marketing Channel Relationships. *Journal of Marketing Research*, Vol. 38, Iss. 1; pp. 45-62
- Hewet Kelly., Money B., and Sharma S. 2002, *An Exploration of The Moderating Role of Buyer Corporate Culture in Industrial Buyer-Seller Relationship*. *Journal of The Academic of Marketing Science*, Vol 30, No 3, pp. 229-239
- Hennig-Thurau, Thorsten. and A. Klee (1997) The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development, *Psychology and Marketing*, 14(8), pp.737-64
- Hennig-Thurau, Thorsten dan Ursula Hansen. 2000. *Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention*. Germany:Springer.
- Hennig-Thurau, Thorsten., Kevin P. Gwinner, Dwayne D. Gremler. 2000. The Rationales of Service Relationships : Integrating Company-Oriented and Customer-Oriented Relational Benefits. American Marketing Association, Conference Proceedings, 11, ABI/INFORM Global.
- Hennig-Thurau, Thorsten., Kevin P Gwinner, Dwayne D Gremler. 2003. Managing Service Relationships in a Global Economy: Refining and Extending the Concept of Customer Relational Benefits. *American Marketing Association. Conference Proceedings*, Vol. 14; p. 152-169.

- Hess, Jeff, and John Story (2005), Trust-Based Commitment: Multidimensional Consumer–Brand Relationships, *Journal of Consumer Marketing*, 22 (6), 313–322.
- Indriantoro, Nur dan Bambang Supomo, 2002. *Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen*. FE UGM, Yogyakarta.
- Irene Gil-Saura, Marta Frasquet-Deltoro and Amparo Cervera-Taulet. 2009. *The value of B2B relationships*. *Industrial Management & Data Systems* Vol. 109 No. 5.
- Ishak, Asmai dan Luthfi, Zhafiri. 2011. Pengaruh Kepuasan Dan Kepercayaan Konsumen Terhadap Loyalitas: Studi Tentang Peran Mediasi *Switching Costs*. *Jurnal Siasat Bisnis* Vol. 15 No. 1
- Itasari Nina Ernawati, Dwi. 2013. *The influence of trust and commitment to customer loyalty with customer satisfaction as an intervening variable (A case study on mobile phone customers in urban china products Kemijen Semarang)*  
<http://www.e-jurnal.com/2013/12/>
- Jasfar, Farida. 2002a, *Manajemen Jasa: Pendekatan Terpadu*. Jakarta: Lembaga Penerbit Fakultas Ekonomi Universitas Trisakti
- Jones, T. and Taylor, S.F. (2007), The Conceptual Domain of Service Loyalty: How Many Dimensions? Vol. 27 (1). *Journal of Services Marketing*
- Jones, T., Taylor, SF, Fabrigar, L., and Fox, G. (2010) Service Customer Commitment and Response , Vol. 38 (1), *Journal of Services Marketing*
- Johnson M. D. & Fornell, C (1991). A Frame Work For Comparing Customer Satisfaction Across Individuals And Product Categories. *Journal of Economic Psychology*, 12(2), 267–286
- Julander, E, 1997, *Marketing Management*, New Jersey: Prentice Hall
- Kandampully, J. and Suhartanto, D. (2000), Customer Loyalty in the Hotel Industry: the Role of Customer Satisfaction and Image, *International Journal of Contemporary Hospitality Management*, Vol 12, No 6, pp.346-351.
- Kumar, Nirmalya., K. Lisa Scheer., and E.M Benedict Steenkop.1994. The Effect of Interdependence on Relationship Quality in Marketing Channels ISBM Report 2, Institute for The Study of Business Markets
- 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
- Kaplan, Robert M & Saccuzzo, Dennis P. 2001. *Psychological Testing* (5<sup>th</sup>ed). Singapore: Wordworth Thomson Learning

- Kurtz D.L. et Clow K.E. (1998), *Services marketing*, John Wiley & Sons, New York.
- Kotler, Philip. 2003. *Marketing Management*. Eleventh Edition Prentice-Hall Inc
- Lau, Geok Theng, Sook Han Lee. Consumers' Trust in a Brand and the Link to Brand Loyalty; *Journal of Market - Focused Management*; Dec 1999; 4, 4; ABI/INFORM Complete p.341-370
- Lindgreen Adam. 2000. A Framework for Studying Relationship Marketing Dyads, Qualitative Marketing Research. *An International Journal*, Vol 4 No.2
- Liljander, Veronica., and Inger Roos, 2002. Customer Relationship Level from Spurious to True Relationship. *Journal of Service Marketing, special issue on Relationship*, Vol 16.
- Luarn & Lin. 2003. *A Customer Loyalty Model for E-Service Context*. Journal of Electronic Commerce Research, Vol. 4, No. 4
- Mahmood Kiyani, Talat and Raza, Mohammad Ullah Khan Niazi and Abbas, Riffat and khan, Imran. 2012. *The Relationship Between Brand Trust, Customer Satisfaction And Customer Loyalty (Evidence From Automobile Sector Of Pakistan)*. Interdisciplinary Journal Of Contemporary Research In, Institute of Interdisciplinary Business Research 490 Vol 4, No 1
- Morgan, Robert M., dan Hunt, Shelly D. 1994. *The Commitment - Trust Theory of Relationship Marketing*. Journal of Marketing, Vol. 58, No. 7, pp. 20-38
- Moorman, Christine, Gerald Zaltman, and Rohid Deshpandé (1992), Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations, *Journal of Marketing Research*, 29 (August), 314-28
- Mohammad Muzahid Akbar1 and Noorjahan Parvez. 2009. *Impact Of Service Quality, Trust, And Customer Satisfaction On Customers Loyalty*. ABAC Journal Vol. 29, No. 1, pp.24-38
- Moutinho, Luiz, Douglas T. Brownlie, (1989), Customer Satisfaction with Bank Services: A Multidimensional Space Analysis, *International Journal of Bank Marketing*, Vol. 7 Iss: 5, pp.23 – 27
- Moutinho, Luiz, Anne Smith, (2000) Modelling bank customer satisfaction through mediation of attitudes towards human and automated banking, *International Journal of Bank Marketing*, Vol. 18 Iss: 3, pp.124 – 134
- Mulyo, Budi Setiawan. 2007. Pengaruh Kualitas Layanan, Kepercayaan Dan Komitmen Terhadap Loyalitas Nasabah (Studi Pada Pd. BPR Bank Pasar Kendal). *Jurnal Bisnis dan Ekonomi (JBE)*, Vol. 14, No.2, Hal. 215-227

- Ndubisi, Nelson Oly. 2007, *Relationship Marketing and Customer Loyalty*. Journal of Marketing Intelligence & Planning, Vol. 25, No. 1, pp. 98-106
- Nino. 2012. Analisis Pengaruh *Service Quality* Dan *Relationship Quality* Terhadap Loyalitas Pelanggan Pada Ahas Tamtama Motor Di Kabupaten Kediri. Jurnal Ilmu Manajemen, REVITALISASI, Vol. 1, Nomor 2
- Ogba, Ike-Elechi and Tan, Z. 2007, Exploring the impact of brand reputation on customer loyalty and commitment in China, *Newcastle Business School, UK*.
- O' Shaughnessy, J. (2000). *Explaining Buyer Behavior*. Oxford University Press
- Prima Lita, Ratni. 2009. Pengaruh Kepercayaan pada Komitmen Loyalitas Pelanggan. *Trikonomika* Volume 8, No. 2, 71–77
- Ramadania. 2002. Kepercayaan dan Komitmen sebagai Perantara Kunci *Relationship Marketing* dalam Membangun Loyalitas. *Jurnal Riset Ekonomi dan Manajemen*, Vol. 2, No. 1, h. 33-52
- Rahmat Madjid, Djumilah Hadiwidjojo, Surachman, and Djumahir. 2013. *The Role of Customer Trust and Commitment as Mediator for the Relation between Customer Satisfaction and Loyalty at Bank Rakyat Indonesia (BRI) Kendari Southeast Sulawesi*. International Journal of Business and Management Invention. Vol 2, Issue 4
- Riduwan (2007), *Skala Pengukuran Variabel-Variabel Penelitian*, CV. Alfabeta, Bandung.
- Riskiyati, Ika. 2012. Pengaruh Kepuasan Terhadap Loyalitas Dengan Mediasi Komitmen Pada Nasabah Bank BCA KCP Ngoro Mojokerto. *Journal Of Business And Banking* No.2, vol.02. PPPM STIE PERBANAS
- Rinawati. 2010. Sense Sebagai Experiential Marketing Dalam Pengaruhnya Terhadap Keputusan Pembelian Konsumen Pada Restoran Sambara Cabang Trunojoyo Bandung. *Skripsi*, Jurusan Manajemen Fakultas Ekonomi Universitas Komputer Indonesia
- Reichheld, F. F. and Sasser, W. E. (1990). *Zero defection" quality comes to services*. Harvard Business Review
- Sasono, Eko. 2013. Kepuasan Pelanggan: Petunjuk Penting Untuk Membina Relasi Dengan Pelanggan. *Vallue Added* Majalah Ekonomi Dan Bisnis Manajemen Unimus Vol 9, No 2
- Saeed, Dr. Rashid and Asad Ur Rehman, Naeem Akhtar, Muhammad Abbas. 2014. *Impact of Customer Satisfaction and Trust on Customer Loyalty Mediating Role of Commitment (Evidence from Petroleum Sector of Pakistan)* J. Basic. Appl. Sci. Res., 4(2)214-221

- Shin, D., & Elliot, K.M. (2001). Measuring customers' overall satisfaction: A multi-attributes assessment. *Services Marketing Quarterly*, 22 (1), 3-19.
- Sun, Heshan, Ping Zhang and Snow Xiao.2007. *A research model of relationship quality in E-Commerce: Connecting IS factors with marketing profitability*, Proceedings of AMCIS, Keystone, CO
- Suhardi, Gunarto. 2006. Faktor-faktor yang Mempengaruhi Kepercayaan dan Loyalitas Nasabah Perbankan di Surabaya. *Jurnal Kinerja*, Vol. 10, No. 1, h. 49-55
- Susanto, Franky dan Prof. Dr. Hatane Semuel, MS. 2013. Pengaruh Relationship Marketing Terhadap Loyalitas Pelanggan PT Mitra 10 Surabaya. *Jurnal Manajemen Pemasaran* Vol. 1, No. 1, 1-15
- Sugiyono. (2009). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Storbacka Kaj, Lehtinen Jarmo. 2001. *Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies*. McGraw-Hill Book Co, Singapore
- Kusmayadi, Tatang. 2010. *Relationship Quality Dalam Dimensi Relationship Marketing*. Jurnal Sains Manajemen dan Akuntansi STIE STAN – IM Volume. II No. 1
- Kusmayadi, Tatang. 2009. Pengaruh *Relationship Quality* Terhadap Loyalitas Nasabah Tabungan. Jurnal Sains Manajemen dan Akuntansi STIE STAN – IM. Vol. I No. 1
- Tan, Septian Setiadi Dwitantra. 2013. Kajian Customer Relationship Marketing Dalam Bisnis Ritel. *Jurnal Universitas Katolik Widya Mandala Surabaya* Vol 2, No 2, Artikel
- Tjiptono, Fandi, 2005. *Service, Quality, and Satisfaction*. Yogyakarta : ANDI Yogyakarta
- Too, Leanoë H.Y, Anne L Souchon,. and Peter C Trikell. 2000. *Relationship Marketing And Customer Loyalty In a Retail Setting: A Dyadic Exploration*. ISBN No.1. *Aston Business Scholl Research Institute*. Aston University
- Umar, Husein, 2003. Riset Sumber Daya Manusia Dalam Organisasi. *PT Gramedia Pustaka Utama*, Jakarta
- Verhoef, Peter C., Philip Hans Franses., and Janny C Hoekstra. 2002. The Effect of Relational Constructs on Customer Referrals and Number of Service urchased from a Multi Service Provider: Does Age of Relationship Matter? *Jurnal Of Academy Of Marketing Science*, Vol.30, No.3

- Wan-Ping Pi and Hsieh-Hong Huang. 2011. *Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach* African Journal of Business Management Vol.5 (11), pp. 4403-4414
- Walter, Achim, Thilo A Muelle, and Gabriele Helfert. 2001. The Impact of Satisfaction, Trust, and Relationship Value on Commitment: *Theoretical Considerations and Empirical Results*. University of Karlsruhe, Germany.
- Wong Shun Mun Helen and Wong Kin Ho. 2011, *Building Relationship between Education Institutions and Students: Student Loyalty in Self-Financed Tertiary*. Education IBIMA Business Review Vol. 2011
- Wulf, Kristof De, Gaby Odekerken-Schroder, & Dawn Iacobucci (2001). Investment in Consumer Relationships : A Cross-Country and Cross-Industry Exploration, *Journal of Marketing*, vol 65, Oktober, 33 – 55
- Wu, Li-Wei. 2011. Beyond Satisfaction The Relative Importance of 15 Locational Convenience, Interpersonal Relationships, and Commitment Across Service Types, *Managing Service Quality*. Vol. 21-No. 3. 2011, pp 240-263.
- Yi, Y., (1990) A Critical Review of Consumer Satisfaction, in V.A. Zeithaml (ed.), *Review of Marketing*, Chicago: American Marketing Association
- Yasin Ajis. 2001. Mengelola Pelanggan dengan Jaminan Mutu dan *Relationship Marketing* Untuk Meningkatkan Loyalitas Pelanggan. *Jurnal Lintasan Ekonomi*, Vol. XVIII No.2 Malang: Fakultas Ekonomi Universitas Brawijaya.
- Zulkifli. 2012. *Relationship Marketing Terhadap Customer Retention Dan Customer Loyalty Pada Nasabah Bank Mega, Tbk*. Malang. *Jurnal Manajemen dan Akuntansi* Vol 1, No 1
- Zeithaml, Valerie A., Leonard L. Berry., and A. Parasuraman. 1996. *The Behavioral Consequences of Service Quality*. *Journal of Marketing*, Vol. 50, Vol. 1, pp.31-46.
- Zeithaml, Valarie A., Mary Jo Bitner, dan Dwayne D. Gremler. 2006. *Service Marketing – Integrating Customer Focus Across The Firm* 4th Edition. New York: McGraw Hill.