

DAFTAR PUSTAKA

- A, Shimp, Terence (2003). Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid I (edisi 5), Jakarta Erlangga
- Abdullah, Moha Asri, Manaf, Noor Hazilah A., Yusuf, Muhammad-Bashir Owolabi, Kamrul Ahsan dan Azam, S. M. Ferdous. 2014. Determinants of Customer Satisfaction on Retail Banks in New Zealand: An Empirical Analysis Using Structural Equation Modeling. *Global Economy and Finance Journal*, Vol. 7. No. 1, pp. 63-82.
- Adeoye, Babatunde dan Lawanson, Olukemi. 2012. Customers Satisfaction and its Implications for Bank Performance in Nigeria. *British Journal of Arts and Social Sciences*, Vol.5, No.1, pp. 13-29.
- Alamsyah, Purnama, 2010. Membangun Indeks Kepuasan Pelanggan. *Jurnal Bisnis & Manajemen*, Vol. IX, No.1, hlm. 62-81.
- Ali, Muhammad. 2011. Memahami Riset Prilaku dan Sosial. Pustaka Cendekia Utama. Bandung
- Ampauleng, 2013. Pengaruh Kualitas Pelayanan terhadap Tingkat Kepuasan Nasabah pada PT. Bank Rakyat Indonesia (Persero), Tbk Makassar. *ASSET*, Vol. 3, No. 2, STIEM Bongaya Makassar.
- Andreassen, T.W dan Lindestad, B., (1998), "*Customer Loyalty and complex service*," *International Journal of Service Industry Management*.
- Annamalah, Sanmugam, Manusamy, Jayaraman, Chelliah, Shankar, Sulaiman, Mohamed dan Pandian, Sivamurugan. 2011. Service Quality Transformation and its Impact on Customer Satisfaction and Loyalty in Malaysian Retail Banking Sector. *World Applied Sciences Journal*, Vol. 15, No. 10, pp. 1361-1368.
- Arikunto, S. 2012. *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Arora, Deepika dan Saxena, A. 2013. Inter Relationship Of Service Quality Aspects, Customer Satisfaction And Customer Loyalty In Banking Sector Of India: A Study Of Retail Banking Sector. *International Journal of Research in Business Management*, Vol. 1, Issue 4, pp. 1-8.
- Aryani, Dwi dan Rosinta, Febrina, 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi dan Organisasi*, Vol . 17, No. 2, hlm. 114-126.

- Berry dan Zeithaml, dikutip oleh Handi Irawan, 2003, *Manajemen Pemasaran*, Bandung.
- Buchari Alma. 2002. *Manajemen Pemasaran dan Pemasaran Jasa*. CV Alvabeta: Bandung
- Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Penerbit Alfabeta. Bandung
- Chakrabarti,S., Majumder, A., Chakrabarti,S. 2009. "Public-Community Participation in Household Waste Management in India: An Operational Approach", *Journal of Habitat International* Vol. 33, hal. 125-130.
- Cravens, David W., and Nigel Piercy. "Murphy Brewery Ireland, Limited." *Strategic Marketing. 9th ed. Boston (Mass.): McGraw-Hill*, 2006.
- Christian Grönroos "Service Management and Marketing: A Customer Relationship Management Approach". Second Edition. Wiley. America. (ISBN: 2002).
- Damodar N. Gujarati and Dawn C. Porter. 2012. *Dasar-dasar Ekonometrika*. Jakarta: Salemba Empat.
- Darmansyah, 2012. Pengaruh *Total Quality Service* terhadap Kepuasan Nasabah pada Bank Syariah di Bengkulu. *Jurnal Aplikasi Manajemen*, Vol. 10, No. 4, Fakultas Ekonomi Universitas Bengkulu.
- Davis, Keith dan Newstorm, JW, 2002. *Organization Behavior: Human Behavior at Work*, 9th, McGraw-Hill, Inc. Publishing Company Limited.
- Dinh, Van dan Pickler, Lee. 2012. *Examining Service Quality and Customer Satisfaction in the Retail Banking Sector in Vietnam*. *Journal of Relationship Marketing*, Vol. 11, pp. 199–214.
- D.R. Howard., M.E. Havitz, dan Prichard, M,P, *Journal of the Academy of Marketing Science*, Vol. 27, No. 3, pp. 333-348
- Engel, dkk. 2010. *Pemasaran Jasa*. Malang: Banyu Media Publishing.
- Fares, Achour, Kachkar. 2013. The Impact of Service Quality, Student Satisfaction, and University Reputation on Student Loyalty: A Case Study of International Students in IIUM, Malaysia. *Information Management and Business Review*, Vol. 5, No. 12, pp. 584-590.
- Faullant, R., Matzler, Kurt. And Fuller, J. 2008. *The Impact of Satisfaction and Image on Loyalty: The Case of Alpine Ski Resorts*. *Managing Service Quality*

- Ghost, S. Fatima Holy dan Gnanadhas, M. Edwin. 2011. *Impact of Service Quality in Commercial Banks on the Customers Satisfaction: An Empirical Study. International Journal of Multidisciplinary Research*, Vol.1, No. 6, pp. 19-37.
- Ghozali, Imam. 2006. Aplikasi Analisis Multivariate Dengan Program SPSS. Cetakan Keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Gasperz, Vincent, (1997), Manajemen Kualitas: Penerapan Konsep-Konsep Kualitas dalam Manajemen Bisnis Total, Penerbit PT Gramedia Pustaka Utama, Jakarta.
- Gaspersz, Vincent. (2012). Three-in-one ISO 9001, ISO 14001, OHSAS 18001 Sistem Manajemen Kualitas, K3, Lingkungan (SMK4L) dan Peningkatan Terus-Menerus Contoh Aplikasi pada Bisnis dan Industri. Vinchristo Publication. Bogor:
- Gronroos, Christian (2004). *The Relationship Marketing Process: Communication, Interaction, Dialogue, Value*. Journal of Business & Industrial Marketing, 19/2, 99-113.
- Hawkin., et al., 2000, *Customer Behavior, Copy Right by Mc, Grow Hill Companies, Inc*
- Hidayat, Rachmad, 2011. Pengaruh Kualitas Layanan, Kualitas Produk dan Nilai Nasabah Terhadap Kepuasan dan Loyalitas Nasabah Bank Mandiri. *Jurnal Manajemen dan Kewirausahaan*, Vol. 11, No. 1, hlm. 59-72.
- Iswari Retno dan Retno tanding Suryandari. 2003. Analisis Pengaruh Citra Supermarket Terhadap Loyalitas Konsumen. *Jurnal Bisnis dan Manajemen* Vol. 2
- Jefkins, Frank, 1996, *Essential of A Public Relations Heinemann*, Asia, Singapore
- Jefkins, Frank, 2006. *Modern Marketing Communications*. Diterbitkan oleh Blackie & Son Ltd., (1990) Glasgow. ISBN 0-216-92694-7
- Kadir, Hazlina Abdul, Rahmani, Nasim dan Masinaei, Reza. 2011. Impacts of service quality on customer satisfaction: Study of Online banking and ATM services in Malaysia. *International Journal of Trade, Economics and Finance*, Vol.2, No.1, pp. 1-9.
- Kasali, Reynald. 2003. *Manajemen Public Relations Konsep dan Aplikasi*. Jakarta : Pustaka Utama Grafiti
- Kennedy, John. E; R Dermawan Soemanagara., 2006. *Marketing Communication – Taktik dan Strategi*. Jakarta. PT Buana Ilmu Populer (kelompok Gramedia)

- Kotler, Philip. 2003. *Manajemen Pemasaran*. edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip dan Keller, Kevin Lane. 2012. *Marketing Management*. New Jersey: Pearson Education International.
- Kuswoyo, Laluyan, Aryanto. Analisis Pengaruh Kualitas Pelayanan, Citra Perusahaan Dan E-Learning Terhadap Kepuasan Mahasiswa Yang Berdampak Pada Loyalitas Mahasiswa Binus University. Working Paper, Universitas Bina Nusantara.
- Laksana, Fajar. 2008. *Manajemen Pemasaran, Edisi Pertama*. Penerbit Graha Ilmu. Yogyakarta.
- Laksana, Fajar. 2011. *Manajemen Pemasaran: Pendekatan Praktis*, Graha Ilmu. Yogyakarta.
- Lau, Mei Mei, Cheung, Ronnie, Lam, Aris Y. C., dan Chu, Yuen Ting. 2013. Measuring Service Quality in the Banking Industry: A Hong Kong Based Study. *Contemporary Management Research*, Vol. 9, No. 3, pp. 263-282.
- Lupiyoadi, Hamdani. 2006. *Manajemen Pemasaran Jasa, Edisi Kedua*. Penerbit Salemba Empat. Jakarta.
- Luthans, Fred. 2003. *Organizational Behaviour, Seventh Edition*. Mc Graw ñ Hill, United States of America.
- M Wright, M MacRae. 2007. *Bias and variability in purchase intention scales* *Journal of the Academy of Marketing Science*. Vol: 35 (4), 617-624
- Malik, Muhammad Ehsan, Naeem, Basharat dan Arif, Zoune. 2011. Impact Of Perceived Service Quality On Banking Customers' Loyalty. *Interdisciplinary Journal Of Contemporary Research In Business*, Vol. 3, No. 8, pp. 637-645.
- Malik, Muhammed Ehsan. 2010. The Impact of Service Quality on Students' Satisfaction in Higher Education Institutes of Punjab. *Journal of Management Research*, Vol. 2, No. 2: E10.
- Mandal, Pratap Chandra dan Bhattacharya, Sujoy. 2013. Customer Satisfaction in Indian Retail Banking: A Grounded Theory Approach. *The Qualitative Report*, Vol. 18, Article 56, pp. 1-21.
- Miftah Toha. (2003). *Perilaku Organisasi Konsep Dasar Dan Aplikasinya*. Grafindo Persada. Jakarta
- Mohammad, Anber Abraheem Shlash dan Alhamadani, Shireen Yaseen Mohammad. 2011. *Service Quality Perspectives and Customer Satisfaction*

- in Commercial Banks Working in Jordan. *Middle Eastern Finance and Economics*, Issue 14, pp. 61-71.
- Munusamy, Jayaraman, Chelliah, Shankar dan Mun, Hor Wai. 2010. Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia. *International Journal of Innovation, Management and Technology*, Vol. 1, No. 4, pp. 398-404.
- Naik, C.N. Krishna, Gantasala, Swapna Bhargavi dan Prabhakar, Gantasala V. 2010. Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing. *European Journal of Social Sciences*, Vol. 16, No. 2, pp. 231-243.
- Nautiyal, Gaura. 2014. Impact Of Service Quality On Customer Satisfaction In The Retail Banking Sector. *Global Journal of Commerce dan Management Perspective*, Vol. 3, No. 3, pp. 77-80.
- Norman L, Enger, 2004. Analisa Sistem Informasi. Yogyakarta. Penerbit: Andi.
- Ogi Sulistian. 2011. Pengaruh Brand Image Terhadap Loyalitas Pelanggan Rokok Gudang Garam Filter. Fakultas Ekonomi Universitas Kuningan. Kuningan.
- Oka, Windarti, Gst. Ayu, 2012. Pengaruh Kualitas Pelayanan Jasa terhadap Kepuasan Nasabah pada PT. Bank Negara Indonesia (Persero) Tbk Kantor Cabang Utama (KCU) Palembang. *Jurnal Ekonomi dan Informasi Akuntansi*, Vol. 2, No. 1, Politeknik Negeri Sriwijaya Palembang.
- Oliver, Sandra. (2007). “*Strategic Public Relations*”. Penerbit Erlangga. Jakarta
- Osman, Zahir. 2013. An Empirical Study Of Direct Relationship Of Service Quality, Customer Satisfaction And Customer Trust On Customer Loyalty In Malaysian Rural Tourism. *Journal of Tourism, Hospitality & Culinary Arts*, Vol. 5, Issue 1, pp. 125-150.
- Parasuraman A., 2001, C.L. Colby, Techno-Ready Marketing: How and Why Your Customers Adopt *Technology*, Free Press, New York.
- Pritchard, M. P., M. E. Havitz, and R. Howard. 1999. Analyzing the commitment-loyalty link in service contexts. *Journal of the Academy of Marketing Science* 27 (3): 333-348.
- Qomariah, Nurul. 2012. Pengaruh Kualitas Layanan dan Citra Institusi Terhadap Kepuasan dan Loyalitas Pelanggan (Studi Pada Universitas Muhammadiyah di Jawa Timur). *Jurnal Aplikasi Manajemen* , Vol. 10, No. 1, Universitas Muhammadiyah Jember.
- Rambat, Lupiyoadi dan A. Hamdani., (2011), Manajemen Pemasaran Jasa Edisi 2, Salemba Empat. Jakarta:

- Rinala, Yudana, Natajaya. 2013. Pengaruh Kualitas Pelayanan Akademik Terhadap Kepuasan Dan Loyalitas Mahasiswa Pada Sekolah Tinggi Pariwisata Nusa Dua Bali. e-Journal Program Pascasarjana Universitas Pendidikan Ganesha Vol. 4, Universitas Pendidikan Ganesha.
- Sabir, Raja Irfan, Irfan, Muhammad, Sarwar, Muhammad Arslan, Sarwar, Binesh dan Akhtar, Naeem. 2013. The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: An Evidence from Telecommunication Sector. *Journal of Asian Business Strategy*, Vol. 3, No. 11, pp. 306-314.
- Saghier, Niveen El dan Nathan, Demyana. 2013. Service Quality Dimensions and Customers' Satisfactions of Banks in Egypt. *Proceedings of 20th International Business Research Conference*, pp. 1-13.
- Sandhu, Moeed Ahmad, Mahasan, Syeda Shawana, Rehman, Asad Ur, dan Muzaffar, Saira. 2013. Service Quality Dimensions Impact on Customer Satisfaction in Telecom Sector of Pakistan. *Journal of Basic and Applied Scientific Research*, Vol. 3, No. 8, pp. 27-34.
- Satriyanti, Oktaviani, Evi, 2012. Pengaruh Kualitas Layanan, Kepuasan Nasabah dan Citra Bank terhadap Loyalitas Nasabah Bank Muamalat di Surabaya. *Jurnal of Business and Banking*, Vol.2, No.2, hlm.171-184.
- Schiffman, L. G. & Kanuk, L.L. 2000. *Consumer Behavior*. 7th Edition. New Jersey: Prentice Hall
- Sekaran, Uma dan Bougie, Roger. 2013. *Research Methods for Business*. United Kingdom: Jhon Wiley & Sons Ltd.
- Semadi, Wulandari, Luh Putu Sri, Sri Suprapti, Ni Wayan, dan Nurcahya, Ketut, 2012. Pengaruh Manfaat Relasional terhadap Kepuasan dan Loyalitas Nasabah Bank (Studi pada Bank BPD Bali Cabang Utama Denpasar). *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*, Vol. 6, No. 2, Fakultas Ekonomi Unuversitas Udayana.
- Sivesan, S. 2012. Service Quality and Customer Satisfaction: A Case Study-Banking Sectors in Jaffna District, Sri Lanka. *International Journal of Marketing, Financial Services & Management Research*, Vol. 1, No. 10, pp. 1-9.
- Smith, Paul. R. 1995. *Marketing Communication Intergrat*. Approach 2nd Ed. Kogan Page, London.
- Stern, Nicholas, 1992. "Editorial introduction," *Journal of Public Economics*, Elsevier, vol. 47(2), pages 137-139, March.
- Sugiyono. 2002. *Metode Penelitian Administrasi*. CV Alfabeta. Bandung:

- Sumardiningsih, Sri, Sundawan, Wawan, Endarwati, Lies, Wibow, Arif, dan Ayriza, Yulia, 2012. Pengaruh Dimensi *Banking Service Quality* (BSQ) terhadap Kepuasan Nasabah Bank. *Jurnal Economia*, Vol. 8, No. 2, Universitas Negeri Yogyakarta, Indonesia.
- Sumarwan, Ujang, Herien Puspitawati, Agustinus Hariadi, Mochammad Mukti Ali, Muhammad Gazali, Sri Hartono, Tara Farina. 2013. Riset Pemasaran dan Konsumen. IPB Press. Bogor.
- Susanto, Perengki. 2012. Pengaruh Kualitas Pelayanan Akademik dan Citra Merek Lembaga terhadap Kepuasan Mahasiswa Universitas Negeri Padang. *TINGKAP* Vol. VIII No. I.
- Sutisna. (2002). Perilaku Konsumen dan Komunikasi Pemasaran. Bandung: PT Remaja Rosdakarya.
- Tjiptono, Fandy , 2002, Strategi Pemasaran, Andy Offset, Fornel (1992), "A National Customer Satisfaction Barometer, "The Swedish Experience, *Journal Marketing*. Yogyakarta.
- Tjiptono, Fandy. (2012). Service Management Menuju Layanan Prima. Penerbit Andi. Yogyakarta.
- Tjiptono, Fandy dan Chandra, Gregorius. 2013. *Service, Quality dan Satisfaction*, Yogyakarta: C.V Andi Offset.
- Tjiptono, Fandy, Chandra, Gregorius, dan Adriana, Dadi. 2010. *Pemasaran Strategik*, Yogyakarta: C.V Andi Offset.
- Tore Strandvik , Maria Holmlund , Christian Gronroos , (2014) "The mental footprint of marketing in the boardroom", *Journal of Service Management*, Vol. 25 Iss: 2, pp.241 - 252
- Wafaa, Hallouz dan Abderrezzak, Benhabib. 2014. A Study of the Relationship between Banking Service Quality and Customer Satisfaction in Algerian Public Banks. *International Journal of Science and Research*, Vol. 3, Issue 1, pp. 272-278
- Young, K.S. 1996. *Psychology of Computer use Addictive of The Internet: A Case Breaks The Stereotype Weal Report*.
- Zeithaml, Valerie And Binter, Mary Jo (2003). *Service Marketing*. New York : McGraw Hill Inc, Int' Edition. Dalam Website Londong, Dedy. (2012).
- Zeithaml, Valarie A., Mary JoBitner dan Dwayne D. Gremler. 2009. *Services Marketing –Integrating Customer Focus Across The Firm* 5th Edition. McGraw-Hill : New York.

Parasuraman A. and Berry, Leonard L. 2010. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, New York: The Free Press.

Zeithaml, Valarie. A, Bitner Jo, Mary, Gremler D Dwayne. 2013. *Service Marketing; Integrating Customer Focus Across The Firm*. Mc.Graw-Hill. Irwin.