

DAFTAR PUSTAKA

Buku

Hair, Joseph F, Black, William C, Babin Barry J and Anderson Rolph E. (2010). *Multivariate Data Analysis A Global Perspective*. Seventh Edition. Pearson.

Kotler, Philip and Keller, Kevin. (2009). *Manajemen Pemasaran*, Edisi 13, Erlangga

Maholtra, Naresh K. (2009). *Basic Marketing Research A Decision-Making Approach*. Third Edition. Pearson.

----- (2010). *Marketing Research An Applied Orientation*. Sixth Edition. Pearson.

Rangkuti, Freddy. (2011). *Riset Pemasaran*. PT. Gramedia, Jakarta.

Riswandi, Budi Agus. (2005). *Aspek Hukum Internet Banking*, PT Raja Grafindo Persada, Jakarta

Sekaran, Uma (2006). *Metodologi Penelitian Untuk Bisnis*. Jakarta : Salemba Empat.

Simamora, Bilson. (2005). *Analisis Multivariat Pemasaran*. Gramedia. Jakarta

Sugiono, 2011. *Metode Penelitian Bisnis*, Bandung, Alfabeta.

Zeithaml, Valarie A, Bitner, Jo Mary & Gremler Dwayne D. (2009). *Service Marketing Integrating Customer Focus Across The Firm*, Fifth Edition. McGraw-Hill.

Zikmund, William G., Babin, Barry J., Carr Jon C., Griffin Mitch. (2010). *Business Research Methods*. Eight Edition. South-Western Cengage Learning.

Jurnal Internasional

Gerrard, Philip, & Cunningham, J. Barton. (2003). *The Diffusion of Internet Banking Among Singapore Consumers*. International Journal of Bank Marketing 21/1.

Gerrard, Philip, Cunningham, J. Barton, & Devlin, James F. (2006). *Why consumers are not using internet banking: a qualitative study*. Journal of Services Marketing 20/3.

Grabner-Krautter, Sonja, & Faullant, Rita. (2008). *Consumer acceptance of internet banking: the influence of internet trust*. International Journal of Bank Marketing Vol. 26 No. 7.

García, Marcelo Vallejo & Rivero, Alfonso José López Rivero. (2005). *A STUDY ON THE APPLICABILITY OF ONLINE SERVICE QUALITY MODELS IN TESTING E-LOYALTY*. IADIS International Conference on WWW/Internet 2005.

Parasuraman, A & Zeithaml, Valarie A. (2005). *E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality*. Journal of Service Research, Volume 7, No. X, Month 2005 1-21.

Sahadev, Sunil & Purani, Keyoor. (2008). *Modelling the consequences of e-service quality*. Marketing Intelligence & Planning Vol. 26 No. 6, 2008 pp. 605-620.

Sukasame, Nittana. (2003). *E-Service Quality: A Paradigm for Competitive Success of E-Commerce Entrepreneurs*.

Jurnal Nasional

Parningotan, Firman Siholdkk. (2008). *DIMENSI-DIMENSI KUALITAS JASA PERBANKAN DI INDONESIA*. Finance and Banking Journal, Vol. 10 No. 2 Desember 2008.

Karya Ilmiah

Dwityanti, Esthi. (2008). *Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Layanan Internet Banking Mandiri Studi Kasus Pada Karyawan Departemen Pekerjaan Umum Jakarta*. Tesis Magister Manajemen Universitas Diponegoro Semarang.

Pranidana, Saucananda. (2009). *Analisis Faktor-Faktor Yang Mempengaruhi Minat Nasabah Bank BCA Untuk Menggunakan Klik-BCA*. Skripsi Sarjana pada Fakultas Ekonomi Universitas Diponegoro Semarang.

Sudirman, Ayrton Ika Rinjani. (2010). *Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Nasabah Internet Banking*

Mandiri Cabang Indrapura Surabaya tahun
2010. Skripsi Sarjanapada IM Telkom Bandung : tidak diterbitkan.

Sudrajat, Agus. (2010). *Analisis Faktor-Faktor Yang
Mempengaruhi Penerimaan Nasabah Terhadap Layanan Internet
Banking Mandiri Di Bandung*. Skripsi Sarjanapada IM Telkom Bandung
: tidak diterbitkan.

Wijayanti, Ratih. (2009). *Analisis Technology Acceptance Model (TAM)
Terhadap Faktor-Faktor Yang
Mempengaruhi Penerimaan Nasabah Terhadap Internet Banking
(Studi Empiris Terhadap Nasabah Bank Di
Depok)*. Skripsi Sarjanapada Universitas Gunadarma.

Internet

www.bukopin.co.id

www.klikbca.com

www.bankmandiri.co.id

<http://id.m.wikipedia.org/wiki/internet>

www.internetworldstats.com

[http://www.antaranews.com/berita/249248/pengguna-internet-banking-
melonjak-di-asia-tenggara](http://www.antaranews.com/berita/249248/pengguna-internet-banking-melonjak-di-asia-tenggara)

<http://en.wikipedia.org/wiki/marketing>

http://id.wikipedia.org/wiki/perilaku_konsumen

www.marketingsavant.com/wp-content/upload/2009/06/Think-Feel-Do_1.jpg