

DAFTAR PUSTAKA

Buku

- Buttle, Francis. 2004. *Customer Relationship Management (Manajemen Hubungan Pelanggan) ConcePT And Tools*. Malang: Banyumedia.
- Buttle, Francis. 2007. *Customer Relationship Management (Manajemen Hubungan Pelanggan): ConcePT and Tools*. Malang: Bayumedia Publishing.
- Campbell, A. J. 2003. *Creating customer knowledge competence: managing customer relationship management programs strategically*. *Industrial Marketing Management*, 32(5), 375.
- Davids, M. 1999. *How to Avoid the 10 Biggest Mistakes in CRM*, *Journal of Business Strategy*, Nov./Dec., 22-26.
- Eckerson, W. and Watson, H. 2000. *Harnessing Customer Information for Strategic Advantage: Technical Challenges and Business Solutions, special report*, The Data Warehousing Institute, Chatsworth, CA.
- Egan, John. 2008. *Relationship Marketing: Exploring Relational Strategies in Marketing, Third Edition*. Prentice Hall, London.
- Greenberg, P. 2010. *"The impact of CRM 2.0 on customer insight"*, *Journal of Business & Industrial Marketing*, Vol. 25 No. 6, pp. 410–419.
- Kalakota, Ravi dan Robinson, Marcia. 2001. *E-Business 2.0 Roadmap For Succes*. USA: Addison.
- Kincaid, J. 2003. *Customer relationship management: getting it right!* : Prentice Hall PTR.
- Kotler, Philip. 2005. *Manajemen Pemasaran*, Jilid I dan II. Jakarta: Indeks.
- Kotler, P & Keller, K.L. 2009. *Marketing Management*. 13 Edition. Boston; Pearson.
- Lindergreen, A., Palmer, R., Vanhamme, J., Wouters, J. 2006. *A Relationship Management Assessment Tool: Questioning, Identifying, and Prioritizing Critical Aspects of Customer Relationships*, *Industrial Marketing Management*, 35(1), pp. 51-71.
- Lukas, Ade. 2001. *Customer Relationship Management, CRM Slide Pesentation*. Jakarta: Ciptamaya.

- Newell, F. 2003. *Why CRM doesn't work: how to win by letting customers manage the relationship*: Kogan Page.
- Ngai, E. W. T. 2005. *Customer relationship management research (1992-2002): An academic literature review and classification*. *Marketing Intelligence & Planning*, 23(6), 582 - 605.
- Owyang, J., 2010. *Social CRM: The New Rules of Relationship Management*, Altimeter Group.
- Pedron, C. D., & Saccol, A. Z. 2009. *What Lies behind the ConcePT of Customer Relationship Management? Discussing the Essence of CRM through a Phenomenological Approach*. *Brazilian Administration Review (BAR)*, 6(1), 34-49.
- Peppers, D., & Rogers, M. 2004. *Managing customer relationships: A strategic framework*: Wiley
- Plessis, M.D.; and Boon, J. A. 2004. "Knowledge management in eBusiness and customer relationship management: South African case study findings", *International Journal of Information Management*, Vol. 24, pp. 73–86.
- Ryals, L. 2003. *Making customers pay: measuring and managing customer risk and returns*. *Journal of Strategic Marketing*, 11(3), 165-175.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta.
- Swift, R. 2001. *Accelerating customer relationships: Using CRM and relationship technologies*: Prentice Hall:Upper Saddle River,NJ.
- Tjiptono, Fandy. 2006. *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Verhoef, P. C., Langerak, F. 2002. *Eleven MisconcePTions about Customer Relationship Management*, *Business Strategy Review*, Vol. 13, No. 4, pp. 70-76.
- Widjaja, A. Tunggal. 2000, *Konsep Dasar Customer Relationship Management (CRM)*. Harvarindo, Jakarta.
- Wu, J. 2008. *Customer Relationship Management in Practice: A Case Study of Hi Tech Company from China*, *International Conference on Service Systems and Service Management*, June 30-July 2, 2008, IEEE Computer Society, pp. 1-6
- Zablah, A. R., Bellenger, D. N., & Johnston, W. J. 2004a. *Customer Relationship Management Implementation Gaps*. *Journal of Personal Selling & Sales Management*, 24(4), 279-295.

Zablah, A. R., Bellenger, D. N., & Johnston, W. J. 2004b. *An evaluation of divergent perspectives on customer relationship management: Towards a common understanding of an emerging phenomenon. Industrial Marketing Management*, 33(6), 475-489.

Zikmund, W., McLeod, R., & Gilbert, F. 2003. *Customer relationship management: integrating marketing strategy and information technology*: Wiley.

Jurnal

Bai, Feng., & Yafeng Qin (2016). *The Implementation of Relationship Marketing and CRM. The Implementation of Relationship Marketing and CRM : How to Become a Customer-Focused Organization*, 112-122.

Mishra, Deepti., & Alok Mishra (2009). *Customer Relationship Management. Customer Relationship Management : Implementation Process Perspective*, 83-95.

Nguyen, ThuyUyen H., (2018). *Strateges for Successfull CRM Implementation. Strategies for Successfull CRM Implementation*, 102-114.

Popovich, Karen., & Injazz J. Chen (2018). *Understanding Customer Relationship Management (CRM). Understanding Customer Relationship Management (CRM) : People, Process, and Technology*, 672-686.

Wang, Yonggui., & Hui Feng (2017). *Customer Relationship Management Capabilities. Customer Relationship Management Capabilities : Measurement, Antecedents and Consequences*, 115-126.

Website

AMR Research (2002) *The CRM Application Spending Report, 2002- 2004*, diakses pada tanggal 27 Maret, 2018 dari <http://www.amrresearch.com/Content/view.asp?pmillid=10494&docid=9398>.

Forsyth, R. (2001) *Six Major Impediments to Change and How to Overcome Them in CRM* in 2001, Tech. Rep., 2001. Diakses pada tanggal 27 Mei 2018 dari <http://www.crmguru.com>.

Infomedia Bidik Pendapatan Rp2,5 triliun Tahun ini (2018, Juni 4). Diakses pada tanggal 27 Mei 2018 dari <https://www.antaraneews.com/berita/580736/infomedia-bidik-pendapatan-rp25-triliun-tahun-ini>.

Industrial Fuel Marketing (2015). Diakses pada tanggal 28 Mei 2018 dari <https://pertamina.com/id/marine---industry>.

Metrodata *Electronics* Tembus Penjualan Rp11 triliun (2017). Diakses pada tanggal 27 Mei 2018 dari <https://www.indotelko.com/kanal?c=fa&it=metrodata-penjualan-rp-11-1-triliun-2017>.

Pelindo Target Laba Terlampaui di Akhir Tahun (2017). Diakses kembali pada tanggal 27 Mei 2018 dari <http://industri.bisnis.com/read/20171218/98/719241/pelindo-iii-target-laba-2017-terlampaui-akhir-tahun-tetap-digenjot>.

Strategi Customer Relationship Management Trakindo (2015, Agustus 26). Diakses pada tanggal 27 Mei 2018 dari <http://www.beritasatu.com/galeri-foto/3929-strategi-customer-relationship-management-trakindo.html>.

Visi Misi PT Mufida Fajar Utama (2016). Diakses pada tanggal 28 Maret 2018 dari <http://www.mufidafajarutama.com/2016/01/ab-8994-ak.html>.

Tugas Akhir

Bahratama, Najib (2016). Peranan *Customer Relationship Management* (CRM) dalam Mengubah Konsumen menjadi Pelanggan Loyal (Tugas Akhir yang tidak dipublikasikan) Universitas Gadjah Mada, Yogyakarta, Indonesia.