

DAFTAR PUSTAKA

- Baker, J., Parasuraman, A., Grewal, D., & Voss, G.B. (2002) "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intention," *Journal of Marketing*, 66(2), 120-141.
- Baker, J., Grewal, D., & Parasuraman, A. (1994) "The Influence of Store Environment on Quality Inferences and Store Image," *Journal of the Academy of Marketing Science*, 22(4), 328-339.
- Baron, R.M., & Kenny, D.A. (1986) "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Berry, L.L., & Parasuraman, A. (1991) *Marketing services: Competing through quality*. New York: Free Press.
- Bitner, M.J. (1992) "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, 56(2), 57-71.
- Bove, L.L., & Johnson, L.W. (2000) "A customer-service worker relationship model," *International Journal of Service Industry Management*. 11(5), 491-511.
- Carr, C.L. (2007) "The FAIRSERV Model: Consumer Reactions to Service Based on a Multidimensional Evaluation of Service Fairness," *Decision Science*, 38(1), 107130.
- Caruana, A. (2002). "Service Loyalty: The Effect of Service Quality and The Mediating Role of Customer Satisfaction," *European Journal Of Marketing*, 36(7), 811-828.
- Chen, H. G., Liu, J. Y. C., Sheu, T. S., & Yang, M. H. (2012) "The Impact of Financial Service Quality and Fairness on Customer Satisfaction," *Managing Service Quality*, 22(4), 399-421.
- Crosby, L.A., Evans, K.R. & Cowles, D. (1990) "Relationship Quality in Service Selling," *Journal of Marketing*, 54(3), 68-81.
- Dimitriades, Z.S. (2006) "Customer Satisfaction, Loyalty and Commitment in Service Organization: Some Evidence from Greece," *Management Research News*, 29(12), 782-800.
- Geyskens, I., Steenkamp, J. B. E. M., & Kumar, N. (1999) "A Meta-Analysis of Satisfaction in Marketing Channel Relationships," *Journal of Marketing Research*, 36(2), 223-238.

- Ghozali, I. (2011) Aplikasi Analisis Multivariate dengan Program IBM SPSS 19, Edisi 5, Semarang: Badan Penerbit Universitas Diponegoro.
- Greenwell, T. C., Brownlee, E., Jordan, J. S., & Popp, N. (2008) "Service Fairness in Spectator Sport: The Important of Voice and Choice on Customer Satisfaction," *Sport Marketing Quarterly*, 17(2), 71-78.
- Kotler, Philip dan Keller, Kevin Lane. (2008). *Manajemen Pemasaran*, Edisi 12, Jilid Satu, Jakarta : PT. Indeks Kelompok Gramedia.
- Kotler, Philip dan Keller, Kevin Lane. (2008). *Manajemen Pemasaran*, Edisi 13 Jilid Dua, Jakarta : Erlangga.
- Lovelock, Christopher., Wirtz, Jochen. Dan Mussry, Jacky. (2010), *Pemasaran Jasa*, Edisi 7 Jilid 1, Jakarta : Erlangga.
- Lovelock, Christopher., Wirtz, Jochen. Dan Mussry, Jacky. (2010), *Pemasaran Jasa*, Edisi 7 Jilid 2, Jakarta : Erlangga.
- Luoiyoadi, Rambat. (2014). *Manajemen Pemasaran Jasa*. Edisi 3, Jakarta : Salemba Empat
- Tjiptono, Fandy. (2014). *Pemasaran Jasa*, Edisi 1, Yogyakarta : C.V ANDI.