

Daftar Pustaka

- Alhusin, S., 2001, *Aplikasi Statistik Praktis dengan SPSS 9*, PT Elex Media Komputindo, Jakarta.
- Berry, L.L., Parasuraman, A., Zethaml, V.A. 1994, "Improving Service Quality in America: Lesson Learned", *Academy of Management Executive*, Vol VIII, No.2, May.
- Ives, B., Olson, M.H, and Baroudi J.J., 1983, *the Measurement of User Information Satisfaction; Communications of the ACM*, Vol. 26 (10).
- Coakes J. S., Steed L. G., 1996, *SPSS Analysis Without Anguish*. Singapore; Wiley John & Sons.
- Durianto, D., 2001, *Strategi Menaklukkan Pasar melalui Riset Ekuitas dan Perilaku Merk*, Gramedia Pustaka Utama, Jakarta.
- Doll, W.J, and Torkzadeh, G., 1988, "the Measurement of end-User Computing Satisfaction", *MIS Quarterly*, June.
- Galletta D. F, and Lederer, A. L., 1989, "Some Cautions on the measurement of User Information Satisfaction", *Decision Science*, Vol. 20.
- Geissler, G.L., 2001, "Building Customer Relationships Online: the Web Site Designers' Perspective", *the Journal of Consumer Marketing*, pp. 18-6; *Proquest Psychology Journals*, pp. 488.
- Gerson, R. F., 2002, *Mengukur Kepuasan Pelanggan -Panduan Menciptakan Pelayanan Bermutu*, Penerbit PPM, Jakarta.
- McKinney, V., Kanghyun Y., and Fatemeh Z., 2002, "the Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach", *Information System Research*; Proquest Computing pp. 296.
- Newbold, P., 1995, *Statistics for Business and Economics*, 4th ed, Prentice-Hall International, Inc., New Jersey.
- Rangkuti, F., 2002, *Measuring Customer Satisfaction; Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan Plus Analisis Kasus PLN-JP*, PT Gramedia Pustaka Utama, Jakarta.
- Santoso, S., 2003, *Buku Latihan SPSS Statistik Multivariat*, PT Elex Media Komputindo, Gramedia, Jakarta.
- Sekaran, U., 2003, *Research Methods for Business: A Skill Building Approach*, 4th ed, John Willey and Sons, Inc., New York.
- Supranto, J., 2001, *Pengukuran Tingkat Kepuasan Pelanggan -Untuk Menaikkan Pangsa Pasar*, Penerbit Rineka Cipta , Jakarta.
- Tjiptono, F., 1997, *Strategi Pemasaran*, Edisi Kedua, Penerbit Andi, Yogyakarta.