

DAFTAR PUSTAKA

Ahmad, S.Z., Sah, B.M., PJ, Kitchen. (2010), *The Relationship between Sales Skills and Salesperson Performance, and the Impact of Organizational Commitment as a Moderator: An Empirical Study in a Malaysian Telecommunications Company*, Int. Journal of Economics and Management, pp 181-211.

Burnett, John. (2008). *Core Concept of Marketing*. Jacob Foundation, Switzerland.

Cant, M.C., Heerden, C.H. (2008). *Personal Selling*. Juta Academic, Lansdowne.

Cooper, Donald R. Schindler, Pamela S. (2014). *Business Research Methods, 12th Edition*, McGraw-Hill, New York.

Abdullah, M Ma'ruf. (2017). *Manajemen Komunikasi Periklanan*. Aswaja Pressindo, Yogyakarta.

Bungin, Burhan. (2015) *Penelitian Kualitatif Edisi Kedua*. Prenada Media Group, Jakarta.

Creswell, John W. (2016). *Research Design*. Pustaka Pelajar, Yogyakarta.

Donnelly, Peter. (2001). *Preface to Marketing Management, Eighth Edition*. McGraw-Hill, New York.

Drollinger, T., Comer, L.B. (2013). *Salesperson's Listening Ability As An Antecedent to Relationship Selling*, Emeraldinsight Publication, pp 50-59.

Hasan, Ali. (2013). *Marketing dan Kasus-Kasus Pilihan*. CAPS (Center for Academic Publishing Service), Yogyakarta.

Hermawan, Agus. (2012). *Komunikasi Pemasaran*. Erlangga, Jakarta.

<http://www.bpjsketenagakerjaan.go.id/page/profil/Sejarah.html>, diakses pada tanggal 12 Desember 2017.

<http://www.finansialku.com/bpjs-ketenagakerjaan-meraih-banyak-peserta-melalui-agen-perisai/>, diakses pada tanggal 12 Desember 2017.

http://m.bpjsketenagakerjaan.go.id/berita/13665/%7B%7Brow.MENU_LINK%7D%7D, diakses pada tanggal 12 Desember 2017.

Jaramillo, F., Marshall, G.W. (2004). *Critical Success Factors in The Personal Selling Process: An Empirical Investigation of Ecuadorian salespeople in The Banking Industry*, Emeraldinsight Publication, pp 9-25.

Kotler, Philip dan Keller, Kevin Lane. (2014). *Marketing Management Fourteenth Edition*. Pearson International Edition.

Miles, M.B., Huberman, A.M., Saldana, J. (2014), *Qualitative Data Analysis. A Methods Sourcebook*, 3rd Edition, SAGE Publication 2014, pp 408.

Perwira, D., Arifianto, A., Suryahadi, A. (2003). *Perlindungan Tenaga Kerja Melalui Sistem Jaminan sosial: Pengalaman Indonesia*. SMERU, Jakarta.

Supeno, Regina., Warouw, Desie M.D., dan Mulyono, Herry. (2016). Peran Komunikasi BPJS kepada Pelaku Usaha tentang Jaminan Sosial Ketenagakerjaan. E-journal Acta Diurna, 5 (2).

Tjiptono, F. dan Chandra, G. (2012). *Pemasaran Strategik*. Andi Offset, Yogyakarta.