

## DAFTAR PUSTAKA

- Apriyani. (2016). Pembiayaan Melambat, Market Share BCA Finance Meningkat. Diambil dari <http://infobanknews.com/pembiayaan-melambat-market-share-bca-finance-meningkat/>
- Asosiasi Perusahaan Pembiayaan Indonesia. (2017). Daftar Anggota APPI. Diambil dari <https://www.ifsa.or.id/member/page/1>
- BCA Finance. (2016). Laporan Tahunan BCA Finance. Jakarta.
- Cooper, D. R., dan Schindler, P. S. (2014). *Business Research Methods*.
- Dabholkar, P.A., Thorpe, D.I. and Rentz, J.O. (1996). *A Measure of Service Quality for Retail Stores*. Journal of the Academy of Marketing Science, Vol. 24, pp. 3-16.
- Dimitriades, Z. S. (2006). *Customer satisfaction, loyalty and commitment in service organizations*. Management Research News, 29(12), 782–800.
- Djaali, dan Muldjono, P. (2008). Pengukuran dalam Bidang Pendidikan. Jakarta: Grasindo.
- Gaikindo. (2017). ASEAN Auto Market & Production. Diambil dari <http://www.gaikindo.or.id/asean-auto-production-2007-2016/>
- Ghozali, I. (2012). Aplikasi Analisis Multivariate dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro.
- Gudono. (2011). Analisis Data Multivariat (Edisi ke-3). BPFE-Yogyakarta.
- Hafeez, S., dan Muhammad, B. (2012). *The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan*. International Journal of Business and Social Science,

3(16), 200–209.

Hague, P., Hague, N., dan Morgan, C.-A. (2013). *Market Research in Practice: How to get greater insight from your market*. Kogan Page.

Hair, J. F., Black, W. C., Babin, B. J., dan Anderson, R. E. (2010). *Multivariate Data Analysis*.

Hashim, Z., Tara, A., dan Mohsin, K. A. (2015). *Impact of service quality, corporate image and customer satisfaction towards customers' perceived value in the banking sector in Pakistan*. *International Journal of Bank Marketing*, 33(4).

Hindarwati, E. N., dan Jayasari, A. (2014). ANALISIS KUALITAS PELAYANAN PT JASA RAHARJA DENGAN METODE SERVQUAL. Enny Noegraheni Hindarwati; Anintia Jayasari, 5(9), 626–637.

Høst, V., dan Knie Andersen, M. (2004). *Modeling customer satisfaction in mortgage credit companies*. *International Journal of Bank Marketing*, 22(1), 26–42.

Infobank. (2016, August). Rating Multifinance 2016.

Jasfar, F. (2009). *Manajemen Jasa Pendekatan Terpadu*. Bogor: Ghalia.

Kang, G. D., dan James, J. (2004). *Service quality dimensions: an examination of Grönroos's service quality model*. *Managing Service Quality*, 14(4), 266–277.

Kotler, P., dan Keller, K. L. (2016). *Marketing Management. Global Edition* (Vol. 15E).

Kotler, P., Wong, V., Saunders, A. J., dan Armstrong, G. (2013). *Principles Of Marketing. Pearson education* (Vol. 53).

Masruri, A. (2013). Kualitas Layanan Terhadap Kepuasan Pelanggan Pt. Tiki Jalur Nugraha Ekakurir (Jne) Surabaya. *Jurnal Ilmu dan Riset Manajemen*, 2(7), 1–20.

- Mengi, P. (2009). *Customer Satisfaction with Service Quality: an empirical study of Public and Private Sector Banks. IUP Journal of Management Research*, 8(9), 7-17
- Nicholas, W., Wendy, W., dan David, F. (2008). *The Financial Racionality of Consumer Loan Choices Revealed Preferences Concerning Interest Rates DP Contract Length and Rebates. The Journal of Consumer Affairs*, 42, 243.
- Nimako, S. G., Azumah, F. K., dan Donkor, F. (2012). *Confirmatory factor analysis of service quality dimensions within mobile telephony industry in Ghana. The Electronic Journal of Information Systems Evaluation*, 15(2), 197–215.
- Oliver, R. L. (2015). *Whence Consumer Loyalty?*, 63(May), 33–44.
- Otoritas Jasa Keuangan. (2017). Lembaga Pembiayaan. Diambil dari <http://www.ojk.go.id/id/kanal/iknb/Pages/Lembaga-Pembiayaan.aspx>
- Parasuraman, a, Berry, L. L., dan Zeithaml, V. a. (1990). *Guidelines for Conducting Service Quality Research. Marketing Research*, 2(4), 34–45.
- Parasuraman, Zeithaml, V. A., dan Berry, L. L. (1988). *SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing*, 64(1), 12–40.
- Penang, B., dan Kheng, L. L. (2010). *The Impact of Service Quality on Customer Loyalty: A Study of. International Journal of Marketing Studies*, 2(2), 57–66.
- Sarwono, J. (2012). *Metode Riset Skripsi Pendekatan Kuantitatif; Menggunakan Prosedur SPSS. Elex Media Komputindo.*

- Siddiqi, K. O. (2011). *Interrelations between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh. International Journal of Business and Management*, 6(3), 12–36.
- Singh, G., dan Kumar, M. (2014). *Exploratory Factor Analysis of Service Quality Dimensions for Higher Educational Institutes: A Students Perspective. Global Journal of Management and Business Research: A Administration and Management*, 14(8), 39–48.
- Sureshchandar, G. S., Rajendran, C., dan Anantharaman, R. N. (2003). *Customer perceptions of service quality in the banking sector of a developing economy: a critical analysis. International Journal of Bank Marketing*, 21(5), 233–242.
- Zeithaml, V. A., Bitner, M. J., dan Gremler, D. D. (2010). *Services Marketing Strategy. In Wiley International Encyclopedia of Marketing*.