

DAFTAR PUSTAKA

- Brownsell, Alex (2009), *Renault, Marketing*, London.
- Cooper, Donald R. and Pamela S. Schindler (2006), *Business Research Methods*, Ninth Edition, McGraw-Hill, New York.
- Craven, D. W. and Nigel F. Piercy (2009), *Strategic Marketing*, Ninth Edition, McGraw-Hill, New York.
- Di Sandro, Justin (2010), *Automakers Work to Ensure Reliability, Quality*, Troy.
- Durianto, D., Sugiarto dan Tony Sitinjak (2002), *Strategik Menaklukkan Pasar melalui Riset Ekuitas dan Perilaku Merek*, PT. Gramedia Pustaka Utama, Jakarta.
- Fojt, Martin (1995), *Enhancing Quality In Service Industries*, *The Journal of Services Marketing*, ABI/INFORM Research.
- Garvin, David A. (1984), "What Does "Product Quality" Really Mean", *Sloan Management Review*, ABI/INFORM Research.
- Ghozali, Imam (2001), *Aplikasi Analisis Multivariate*, Badan Penerbit Universitas Diponegoro, Semarang.
- Goetsh, D.L. and S. Davis (1994), *Introduction to Total Quality: Quality, Productivity, Competitiveness*, Englewood, Cliffs, N.J.: Prentice Hall International.
- Gronroos, Christian (1990), *Service Management and Marketing*, Lexington Books, Massachusetts/Toronto.
- Hatch, Denny (2010), *Exclusivity, Yesss!, Target Marketing*, Philadelphia.
- Hawkins, D. I., Mothersbaugh, D. L., Best, R. J. (2007), *Consumer Behavior*, Tenth Edition, McGraw-Hill, New York.
- Hruby, F.M. (1990), *17 Tips (Not Just) For Industrial Marketers, Sales and Marketing Management*, ABI/INFORM Research.
- Keller, Ralph (2010), *Process Improvement Is The Key*, *Industry Week*, Cleveland.
- Kotler, P. & K.L. Keller (2009), *Marketing Management*, 13th edition, Pearson International Prentice Hall, New Jersey.
- Laosirihongthong, L and G.S. Dangayach (2005), *A Comparative Study of Implementation of Manufacturing Strategies in Thai and Indian Automotive Manufacturing Companies*, *Journal of Manufacturing Systems*, ABI/INFORM Research.
- Martilla, John A. and John C. James (1977), *Importance-Performance Analysis*, *Journal of Marketing*, ABI/INFORM Research.

- Morral, Katherine (1994), *Service Quality: The Ultimate Differentiator*, Bank Marketing, ABI/INFORM Research.
- Parasuraman, A., V.A. Zeithaml, and L.L. Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*.
- Parasuraman, A., V.A. Zeithaml, and L.L. Berry (1988), *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*, *Journal of Retailing*, ABI/INFORM Research.
- Parasuraman, A., V.A. Zeithaml, and L.L. Berry (1991), *Understanding Customer Expectations of Service*, *Sloan Management Review*, ABI/INFORM Research.
- Parasuraman, A., V.A. Zeithaml, and L.L. Berry (1994), *Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research*, *Journal of Marketing*, ABI/INFORM Research.
- Rangkuti, Freddy (2008), *The Power of Brands*, PT. Gramedia Pustaka Utama, Jakarta.
- Rowe, Megan (2010), *Five Trends You Can't Ignore*, *Restaurant Hospitality*, Cleveland.
- Sebastianelli, Rose and Nabil Tamini (2002), "How Product Quality Dimensions Relate to Defining Quality", *The International Journal of Quality & Reliability Management*, ABI/INFORM Research.
- Sugiyono (2001), *Metode Penelitian Bisnis*, cetakan ketiga, CV. Alfabeta, Bandung.
- Syafei, M.Y. (2007), *Pengaruh Citra Merek dan Penyampaian Jasa Bengkel Resmi Terhadap Nilai Pelanggan Serta Dampaknya Pada Keputusan Pembelian Pelanggan*, Universitas Padjadjaran, Bandung.
- Syamsurijal (2002), *Hubungan Antara Kepuasan Pelanggan Dengan Loyalitas Merek Pada Konsumen Mobil Toyota Kijang EFI di Kota Garut Jawa Barat*, Universitas Gadjah Mada, Yogyakarta.
- Tjiptono, F. (2008), *Service Management*, CV. ANDI Offset, Yogyakarta.
- Tjiptono, F. dan A. Diana (1996), *Total Quality Management*, edisi pertama, CV. ANDI Offset, Yogyakarta.
- Varca, Philip E. (2009), *Emotional Empathy and Front Line Employees: Does it Make Sense to Care About The Customer*, *Journal of Service Marketing*, Emerald Group Publishing Limited.
- Walpole, Ronald E. (1992), *Pengantar Statistika*, Edisi Ketiga, PT. Gramedia Pustaka Utama, Jakarta.



Weimer, Gero; Bernie Knill, Therese Walter, and Robert Mills (1988), *Quality: The Driving Force In Manufacturing*, Automation, ABI/INFORM Research.

www.astra-honda.com, diakses September 2009.

www.datacon.co.id, diakses Agustus 2009.

www.kompas.com, diakses Agustus 2009.

www.motorplus-online.com, diakses Oktober 2009.

www.yamaha-motor.co.id, diakses September 2009.

Zeithaml, V.A., A. Parasuraman, and L.L. Berry (1990), *Delivering Quality Service*, New York: The Free Press.