

DAFTAR PUSTAKA

- Anderson, E. W., Fornell, C, and Lehmann, D. R. (1994). "Customer Satisfaction, Market share, and Profitability: Finding from Sweden," *Journal of Marketing*, 58: 53-66.
- Anderson, R.E. and Srinivasan, S.S. (2003), "E-Satisfaction and E-Loyalty: A Contingency Framework," *Psychology & Marketing*, Vol. 20, No. 2, pp. 123-138.
- Andreassen, T.W. and Lindestad, B. (1998), "Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction with Varying Degrees of Service Expertise," *International Journal of Services Industry Management*, Vol. 9, No. 1, pp. 7-23.
- Assael, H. (2001), "Consumer Behaviour & Marketing Action," 6thed. Singapore: Thompson Learning.
- Aydin, S., Ozer, Gokhan and Omer, A. (2005), "Customer Loyalty and The Effect of Switching Costs as A Moderator Variable." Vol. 23, No. 1, pp. 89-103.
- Baron, R.M. and Kenny, D.A. (1986), "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, Vol. 51, No. 6, pp. 1173-1182.
- Bendapundi, N. and LL. Berry. (1997). Customer Motivation for Maintaining Relationship with Service Providers. *Journal of Retailing*, Vol. 73: 15-37
- Bennett, R. and Thiele, S.R. (2002), "A Comparison of Attitudinal Loyalty Measurement Approaches," *Brand Management*, Vol. 9, No. 3, pp. 193-209.
- Berry, L. L., Parasuraman, A., and Zeithaml, V. A. (1988). "The Service Quality Puzzle," *Business Horizons*, Vol. 31, No. 5, pp. 35-43.
- Berry L. L., Senders, K and Grewal, D. (2002). "Understanding Service Convenience," *Journal of Marketing*, Vol. 66 (3): 1-7
- Bowen, JT, and Chen, S. (2001). "The Relationship between Customer Loyalty and Customer Satisfaction," *International Journal of Contemporary Hospitality*, Vol. 13 (5), pp. 213-217.

- Caruana, A. (2002), "Service Loyalty: The Effects of Service Quality and The Mediating Role of Customer Satisfaction," *European Journal of Marketing*, Vol. 36, No. 7/8, pp. 811-828.
- Caruana, A. and Fenech, N. (2005), "The Effect of Perceived Value and Overall Satisfaction on Loyalty: A Study Among Dental Patients," *Journal of Medical Marketing*, Vol. 5, No. 3, pp. 245-255.
- Chen, J. and Paliwoda, S. (2004), "The Influence of Company Name in Consumer Variety Seeking," *Brand Management*, Vol. 11, No. 3, pp. 219-231.
- Chiou, J.S. and Chi Shen, C. (2006), "The Effects of Satisfaction, Opportunism, and Asset Specificity on Consumers Loyalty Intention Toward Internet Portal Sites," *International Journal of Service Industry Management*, Vol. 17, No.1, pp. 7-22
- Cooper, D.R. and Schindler, P.S. (2006), *Business Research Methods*, McGraw-Hill.
- Cronin J. J. Jr and Taylor SA. (1992). Measuring Service Quality: A Reexamination and Extension," *Journal of Marketing* 56: 55-68
- Cronin J. J. Jr and Taylor SA. (1994). Servperf vs Perqual Reconciling Performance based and Perception Minus Expectation Measurement of Service Quality," *Journal of Marketing* 58:1, 125-131.
- Darpiko, S. J. 2005. *Perilaku Beralih Merek, Kualitas yang Dipersepsikan dan Kepuasan Konsumen sebagai Mediator Pengaruh Citra pada Loyalitas Konsumen*, Tesis Program Magister Sains Universitas Gadjah Mada (tidak dipublikasikan).
- Darsono, L.I. and Junaedi, C.M., (2006), "An Examination of Perceived Quality, Satisfaction, and Loyalty Relationship-Applicability of Comparative and Noncomparative Evaluation," *Gadjah Mada International Journal of Business*, Vol. 8, No. 3, pp. 323-342.
- Day, G.S. (1969), "A Two Dimensional Concept of Brand Loyalty," *Journal of Advertising Research*," Vol. 9, No.3, pp. 29-35.
- Deighton, John, Carolin M. Henderson and Scott A. Nelsin. (1994). "The Effect of Advertising on Brand Switching and Repeat Purchasing," *Journal of Marketing Research*, February, Vol. XXXI, pp 28-43.
- De Wulf, K., Schroder, G. O., and Iacobucci, D. (2001), "Investment in Consumer Relationship: A Cross Country and Cross Industry Exploration," *Journal of Marketing*.

- Dharmmesta, B. S. (1999). "Loyalitas Pelanggan: Sebuah Kajian Konseptual sebagai Panduan bagi Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 14, No. 3 h. 73-88.
- Dimitriadis, Z.S. (2006), "Customer Satisfaction, Loyalty and Commitment in Service Organizations," *Management Research News*, Vol. 29, No. 12, pp. 782-800.
- Dodds, W.B., Monroe, K.B and Grewal, D. (1991), "Effetcs of Price, Brand, and Store Information on Buyers' Product Evaluations," *Jornal of Marketing Research*, Vol. 28, pp. 307-19.
- Engel, James F., R.D. Blackweel, and P. W. Miniard. (1995). *Consumer Behavior*, 8thed, Orlando: Hancourt Brace College.
- Fornell, C. (1992), "A National Customer Satisfaction Barometer: The Swedish Experience," *Journal of Marketing*, Vol. 56, pp. 6-21.
- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J. and Bryant, B.E. (1996), "The American Customer Satisfaction Index: Nature, Purpose, and Findings," *Journal of Marketing*, Vol. 60, No. 4, pp. 7-18.
- Getty, J. M and Thompson, K. N. (1994). The Relationship between Quality Satisfaction and Recommenary Behavior in Lodging Decision," *Journal of Hospitality and Leissure Marketing*, 2:3, 3-22.
- Gounaris, Sipro and Stathakopoulus, Vasis (2004), *Antecedebt adn Consequences of Bran Loyalty: An Empirical Studi: Henay Stewart Plublication 1350- 231x Barnd Management* 11 (4) 283 -306.
- Gronross, C. (1995). "Relationship Marketing: The Strategy Continuum," *Journal of the Academy Marketing Science*. Vol. 23, pp: 78-92.
- Gujarati, D.N. (1995), *Basic Econometrics*, Third Edition, Mc Graw-Hill Company, Inc
- Hair, J.R., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R.L. (2006), *Data Multivariate Analysis*, 6thed. Upper Saddle River: Prentice Hall.
- Hallowell, R. (1996), "The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study," *International Journal of Service Industry Management*, Vol. 7, No. 4, pp.27-42.
- Hidayanti, I. (2006). *Pengaruh Perceived Service Quality dan Costumer Satisfaction pada Service Loyalty yang Dimoderasi oleh Variety Seeking*, Tesis Program Magister Sains Universitas Gadjah Mada (Tidak dipublikasikan).

- Homburg, Christian and Giering, Annete. (2001). "Personal Characteristic as Moderator of the Relationship Between Customer Satisfaction and Loyalty-An Empirical Analysis," *Psychology and Marketing*, Vol. 18, No. 1: 43-66
- Hoyer, Wayne D and Ridgway, Nancy M (1994). "Variety Seeking as an Explanation for Exploratory Purchase Behavior: A Theoretical Model," *Advances in Consumer Research*, 114-119.
- Jhonny, Lu Ting Pong and Esther, Tan Pui Yee. (2001). "An Integrated Model of Service Loyalty," *Academic of Business and Administrative Science*, p 1-26.
- Jones dan Taylor. (2007). "The Conceptual Domain of Service Loyalty: How Many Dimension?," *Journal of Service Marketing*," Vol. 21 (1), pp. 36-51.
- Junaedy, Shellyana dan Dharmmesta, B. S. (2002). Pengaruh Ketidakpuasan Konsumen, Karakteristik Produk, dan Kebutuhan Mencari Variasi terhadap Keputusan Perpindahan Merek," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 17, No. 1, h. 91-104.
- Kandampully, J and Suhartanto, D. (2000). Customer Loyalty in the Hotel Industry the Role of Customer Satisfaction and Image," *International Journal of Contemporary Hospitality Management*, 346-351.
- Khan, E. Barbara, Kalwani, U. Manohar, and Morisson, G. Donald. (1986). Measuring Variety Seeking and Reinforcement Behaviour Using Panel Data. *Journal of Marketing Research*. Vol 20 (5): 89-100.
- Keaveney, M.S. (1995), "Consumer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing*, Vol. 59, pp. 71-82.
- Kotler, P and Amstrong, G. (2004). *Principles of Marketing*, 10th ed. Upper Saddle River, New Jersey: Printice-Hall, Inc.
- Kotler, P and K. Keller. (2006), *Marketing Management*, 12th ed. Upper Saddle River, NJ: Pearson Education, Inc.
- Lewis, BR and Soureli, M. (2006). "The Antecedents of Consumer Loyalty in Retail Banking," *Journal of Consumer Behavior*, Vol. 5, pp. 15-31.
- Lovelock, C. (2000). *Service Marketing*, 4th ed. Upper Saddle River, New Jersey: Printice-Hall, Inc.
- Ma'ruf, H. (2005), *Pemasaran Ritel*, Jakarta: PT Gramedia Pustaka Utama.

- Martenson, R. (2007). Corporate Brand Image, Satisfaction and Store Loyalty," *International Journal of Retail and Distribution Management*, Vol. 35 No. 7, pp. 544-555.
- McAlister, L. (1982), "A Dynamic Attribute Satiation Model of Variety Seeking Behavior," *Journal of Consumer Research*, Vol. 9, pp. 141-150.
- McDougall, G.H.G. and Levesque, T. (2000), "Customer Satisfaction With Services: Putting Perceived Value Into The Equation," *Journal of Services Marketing*, Vol. 14, No. 5, pp.392-410.
- McMullan, R. and Gilmore, A. (2003), "The Conceptual Development of Customer Loyalty Measurement: A Proposed Scale," *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 11, No. 3, pp. 230-243.
- McQuitty, S. F, Adam and Wiley, J. B. (2000). "Systematically Varying Consumer Satisfaction and its Implications for Product Choice," *Academy of Marketing Science Review*, Vol. 2000, No. 10, pp. 1-16.
- Menon, S. and Kahn, B.E. (1995), "The Impact of Context on Variety Seeking in Product Choices," *Journal of Consumer Research*, Vol. 22, pp. 285-295.
- Morgan, M.S. dan Dev, C. S. (1994). "An Empirical Study of Brand Switching for a Retailing Service," *Journal of Retailing*. Vol. 70 (3) pp. 267-282.
- Neuman, W. Lawrence (2000), *Social Research Methods: Qualitative and Quantitative Approach*, A Pearson Education Company.
- Nguyen dan LeBlanc. (1998). The Mediating Role of Corporate Image on Customers' Retention Decision: An Investigation in Financial," *International Journal of Bank Marketing*. Vol. 16 (2), pp. 52-65
- Oliver, R. (1993). "Cognitive Affective and Atribute Bases for the Satisfaction Response," *Journal of Consumer Research*, December, Vol. 20, pp. 418-430.
- Pappu, R. and Quester, P. (2006), "Does Customer Satisfaction Lead to Improved Brand Equity? An Empirical Examination of Two Categories of Retail Brands," *Journal of Product and Brand Management*, Vol. 15, pp. 4-14.
- Patterson, P.G. and Spreng, R.A. (1997), "Modelling The Relationship Between Perceived Value, Satisfaction and Repurchase Intentions in a Business To Business, Services Context: An Empirical Examination,"

International Journal of Service Industry Management, Vol. 8, No. 5,
pp. 414-434.

Pina, J, Martinez, and Srury, S. (2006), "The Effect of Service Brand Extensions on Corporate Image: An Emperical Model," *European Journal of Marketing*, Vol. 40.

Pizam, A. and Ellis, T. (1999), "Customer Satisfaction and its Measurement in Hospitality Enterprises," *International Journal of Contemporary Hospitality Management*, Vol. 11, No. 7, pp 326-339.

Pura, Minna (2005), "Linking Perceived Value and Loyalty in Location-Based Mobile Services," *Managing Service Quality*, Vol. 15, No. 6, pp. 509-538.

Raju, P.S. (1980), "Optimum Stimulation Level: Its Relationship to Personality, Demographic, and Exploratory Behavior," *Journal of Consumer Research*, Vol. 12, No. 7, pp. 272-281.

Rimiyati, Hasnah (2002). *Pengalaman Berbelanja di Supermarket dan Persepsi Konsumen atas Harga, Kualitas, dan Nilai*, Tesis Program Magister Sains Universitas Gadjah Mada (tidak dipublikasikan).

Rowley, J and Dawes, J. 2000. "Disloyalty: A Closer Look at No-Loyals," *Journal of Consumer Marketing*, Vol. 17 (6): 538-549.

Ruyter and Bloemer. (1999). "Customer Loyalty in Extended Service Settings," *International Journal of Service Industry Management*, Vol. 10, No. 3, 320-336.

Sekaran, Uma. (2003). *Research Methods for Business: A Skill-Building Approach*. New York: John Wiley&Son, Inc.

Setiyaningrum, A. (2006). *Pengaruh Ketidakpuasan Konsumen dan Variety Seeking Terhadap Keputusan Perpindahan Merek*, Tesis Program Magister Sains Universitas Gadjah Mada (tidak dipublikasikan).

Simonson, I. (1990). "The Effect of Purchase Quantity and Timing on Variety Seeking Behavior," *Journal of Marketing Research*, May, Vol. XXVII, pp. 150-162.

Steenkamp, J.B.E.M. and Baumgartner, H., (1992), "The Role of Optimum Stimulation Level in Exploratory Consumer Behavior," *Journal of Consumer Research*, Vol.19, pp. 434-448.



- Sudhahar, J.C., Israel, D., Britto, A.P. and Selvam, M. (2006), "Service Loyalty Measurement Scale: A Reliability Assessment," *American Journal of Applied Sciences*, Vol. 3, No. 4, pp. 1814-1818.
- Sugandini, D. (2000). *Anteseden Loyalitas Konsumen pada Industri Perhotelan*, Tesis Program Magister Sains Universitas Gadjah Mada (tidak dipublikasikan).
- Taylor, Steven A and Thomas L, Baker. (1994). "Assessment of the Relationship Between Serqual Perception and Customer Satisfaction in the Formation of Customer Purchase Intention," *Journal of Retailing*, Vol. 70 (2): 163-178.
- Terblanche, N.S. and Boshoff, C. (2006), "The Relationship Between A Satisfactory in Store Shopping Experience and Retailer Loyalty," Vol. 37, No. 2, pp. 33-43.
- Thereskova, MA. (2005). *Penundaan Waktu Tunggu dan Kepuasan Konsumen di Supermarket: Studi Eksperimen*, Skripsi Program Strata 1 Universitas Gadjah Mada (Tidak dipublikasikan).
- Thiele, S.R. (2006). "Look After Me and I Will Look After You!," *Journal of Consumer Marketing*, Vol. 23, No. 7, pp. 414-420.
- Thiele, S.R. and Mackay, M.M. (2001), "Assesing the Performance of Brand Loyalty Measures," *Journal of Services Marketing*, Vol. 15, No. 7, pp. 529-546.
- Van Trijp, H.C.M., W.D. Hoyer and J.J. Inman (1996), "Why Switch? Product Category-Level Explanations For True Variety Seeking Behavior," *Journal of Marketing Research*, Vol.XXXIII, August, pp.281-292.
- Westbrook, R.A. (1980), "Intrapersonal Affective Influences on Consumer Satisfaction with Products," *Journal of Consumer Research*, Vol. 7, pp. 49-54.
- Wong, A., and Sohal, A. (2003). "Service Quality and Customer Loyalty Perspectives on Two Levels of Retail Relationship," *Journal of Service Marketing*, Vol. 17, No. 5, pp: 495-513.
- Wood, L.M. (2004), "Dimensions of Brand Purchasing Behavior: Consumers in the 18-24 age group," *Journal of Consumer Behavior*, Vol. 4, No. 1, pp. 9-24.
- Wooside, A. G., Frey, L. L., and Daly, R. T. (1989). "Linking Service Quality, Customer Satisfaction and Behavioral Intention," *Journal of Healthcare Marketing*.



- Yang, Z. and Peterson, R.T (2004), "Costumer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs," *Psychology & Marketing*, Vol. 21, No. 10, pp. 799-822.
- Yuliana, Y. (2007) *Pengaruh Dimensi Kualitas Jasa pada Loyalitas Jasa*, Tesis Program Magister Sains Universitas Gadjah Mada (tidak dipublikasikan).
- Zeithaml, V. A, Berry, L. L, and Parasuraman, A. (1996). "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60; pp 31-46.