



DAFTAR PUSTAKA

- Agnes , M. (2009). *The Extent of Application of The Marketing Mix Variables By non Banking Financial Institutions (NBFI's) in Kenya*. Tersedia di <http://erepository.uonbi.ac.ke/bitstream/handle>. diakses pada 25 Agustus 2018.
- Alma, B. (2009). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta, Bandung.
- Amofah, O., Gyamfi, I., Tutu, C.O. (2016). The Influence of Service Marketing Mix on Customer Choice of Repeat Purchase of Restaurant in Kumasi, Ghana. *European Journal of Business and Management*, 8 (11)
- Cheserem, E. (2016). *The Influence of Marketing Mix Strategies on Customer Loyalty in Fast Food Restaurants in Nairobi, Kenya*. Tersedia di <http://erepository.uonbi.ac>. diakses pada 25 Agustus 2018.
- Cooper, D. R., dan Schindler, P.S. (2014). *Business Research Methods*, 12th edition. McGraw-Hill, New York
- Cooper, D. R., dan Schindler, P.S. (2017). Buku 1 dan 2 *Metode Penelitian Bisnis* edisi ke12 (Rahma W dan Gina Ganiyas, Trans), Jakarta, Salemba Empat. (Original work diterbitkan tahun 2014)
- Dawood, A.K., dan Indumathi. (2016). Impact of Marketing Mix on Customer Buying Behavior in Organic Product. *International Journal of Research and Marketing*, 6 (10).
- Devlin, J.F. (2002). An Analysis of Choice Criteria in The Home Loans Market. *International Journal of Bank Marketing Studies*, 20 (5), 212-226. Tersedia di Emerald <https://doi.org/10.1108> diakses tanggal 5 November 2018.
- Gecti, F., dan Zengin, H. (2013). The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey. *International Journal of Marketing Studies*, 5 (2), 111-118
- Hawkins and Mothersbaugh. (2014). *Consumer Behavior: Building Marketing Strategy*, 11th edition. McGraw-Hill Education, New York.
- Jogiyanto. (2013). *Pedoman Survei Kusisioner*, Edisi kedua. BPFE, Yogyakarta.
- Kotabe, M. dan Helsen, K. (2011). *Global Marketing Management*, 5th edition. John Wiley & Sons (Asia) Pte Ltd.
- Kotler, P., dan Armstrong, G. (2018). *Principles of Marketing*, 17th edition (Global Edition). Pearson Education Limited, England.



- Kotler, P., dan Keller, K. L. (2016). *Marketing Management*, Global Edition. Pearson Education Limited, England.
- Khraim,H.S. (2011). The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. *International Journal of Marketing Studies*, 3 (2), 123-133
- Lymperopoulos,C., Chaniotakis,I., Soureli,I. (2006). *The Importance of Service Quality in Bank Selection for Mortgage Loans. Journal of Service Theory and Practice*. Managing Service Quality, 16 (4). Tersedia di www.emeraldinsight.com/0960-4529.htm diakses tanggal 5 September 2018.
- Maharishi,N., dan Bhardwaj,N. (2014). Role Played by Elements of Marketing Mix in Customer Retention in Retail Banking (IJSR) : An Empirical Study. *International Journal of Science and Research*, 3 (8), 803-806
- Narwal,M.S., Rani,S., Radhika. (2013). Customer Preferences for Home Loans. *International Journal of Banking, Risk and Insurance*, 1 (1).
- Owomoyela., Olasunkanmi,O., Oyeniyi. (2013). Investigating The Impact of Marketing Mix Elements On Customer Loyalty : An Emprical Study on Nigerian Breweries Plc. *Interdisciplinary Journal Of Contemporary Research in Business*, 4 (11), 485-495
- Peter, J.P., Olson,J.C. (2014). Buku 2 Perilaku Konsumen dan Strategi Pemasaran, edisi kesembilan (Diah Tantri, Trans). Jakarta, Salemba Empat. (Original work diterbitkan tahun 2014)
- Pourdehghan,A. (2015). The Impact of Marketing Mix Elements on Brand Loyalty : A Case Study of Mobile Phone Industry. *Marketing and Branding Research*, 2, 44-63.
- Salem,M,A. Zahra, S., Ahmad,R., Ismail, H. (2016). Predictors of Customer Loyalty in the Pakistani Banking Industry : A Moderated Mediation Study. *International Journal of Bank Marketing*, 34 (3), 411-430. Tersedia di Emerald Group Pupblishing Limited, diakses tanggal 6 September 2018.
- Sohrabi,A., Khanbolooki,S., Ghazavi,T. (2017). Investigating The Relationship between Mix of Parsian Banking Services and Customer Loyalty According to The Mediating Role of Customer Satisfaction. *Bulletin de la Societe Royale des Sciences de Liege*, 86 (special edition), 421-433.
- Souar,Y., Mahi,K., Ameer,I. (2015). The Impact of Marketing Mix Elements on Customer Loyalty for an Algerian Telecommunication company. *Expert Journal of Marketing*, 3 (1), 1-10.



- Tjiptono, Fandy. (2014). *Pemasaran Jasa*. Edisi pertama. Penerbit Andi, Yogyakarta
- Wahab,N.A., Hassan,L.F., Shahid, S.A., Maon,S.N. (2016). The Relationship Between Marketing Mix And Customer Loyalty In Hijab Industry: The Mediating Effect Of Customer Satisfaction. *Procedia Economics and Finance*, 37, 366-371.
- Yasanallah,P., Vahid,B. (2012). Studying the Status of Marketing Mix (7Ps) in Customer Cooperative at Ilam Province from Members' Perspectives. *American Journal of Industrial and Business Management*, 2, 194-199.