

## DAFTAR PUSTAKA

- Bagram, Moh. Majid Mehmood and Shanzad Khan.** (2012). Attaining Customer Loyalty: The Role of Customer Attitude and Customer Behavior. *International Review of Management and Business Research* Vol.1(1) Hal 1-8.
- Buttle, Francis.** (2007). *Customer Relationship Management* (Manajemen Hubungan Pelanggan): Concept and Tools. Bayumedia Publishing, Malang.
- Egan, J.** (2008). *Relationship Marketing: Exploring Relational Strategies in Marketing*. Essex: Pearson Education.
- Greenberg, P.** (2010). *Customer Relationship Management as the Speed of Light*: Fourth Edition McGraw-Hill.
- Kincaid, W. Judith.** (2003). *Customer Relationship Management: Getting Right!*. Upper Saddle River, New Jersey: Prentice Hall.
- Kotler, P & Keller, K.L.** (2009). *Marketing Management*. 13<sup>th</sup> Edition. Boston: Pearson.
- Munandar, Dadang** (2016). *Relationship Marketing; Strategi menciptakan keunggulan bersaing*. Yogyakarta. Ekuilibria.
- Owyang, J.** (2010). *Social CRM: The New Rules of Relationship Management*. Altimeter Group.
- Teddy Prasetyo, F.X.** (2011). Pengaruh Astra World sebagai Customer Relationship Management terhadap loyalitas pelanggan Astra Motor Grup. Jakarta. Universitas Indonesia.
- Tjiptono, Fandy.** (2014). *Pemasaran Jasa*. Yogyakarta. Penerbit Andi Yogyakarta.
- Triyadi.** (2008). Penerapan CRM (*Customer Relationship Management*) pada pemasaran tanaman anggrek. Bogor. Institut Pertanian Bogor.

<http://bisniskeuangan.kompas.com/read/2014/06/11/1239273/Ini.5.Persaingan.Bisnis.yang.Melegenda> [diakses pada tanggal 3 Desember 2016].

<http://www.astra-honda.com/> [diakses pada tanggal 3 Desember 2016].

[http://www.kompasiana.com/anaps/perkembangan-teknologi\\_57270bab567b61d505a9b652](http://www.kompasiana.com/anaps/perkembangan-teknologi_57270bab567b61d505a9b652) [diakses pada tanggal 21 November 2016].

[http://www.kompasiana.com/atep\\_afia/perusahaan-indonesia-dan-daya-saingnya\\_5500ea2ca33311a8725126e9](http://www.kompasiana.com/atep_afia/perusahaan-indonesia-dan-daya-saingnya_5500ea2ca33311a8725126e9) [diakses pada tanggal 21 November 2016].

[http://www.kompasiana.com/vanessams/perkembangan-teknologi-di-indonesia\\_55547634b67e615e14ba545b](http://www.kompasiana.com/vanessams/perkembangan-teknologi-di-indonesia_55547634b67e615e14ba545b) [diakses pada tanggal 21 November 2016].

<http://www.pengertianmenurutparaahli.net/pengertian-pelanggan-menurut-para-ahli> [diakses pada tanggal 12 Desember 2016].

<https://astramotor.co.id/astramotor> [diakses pada tanggal 3 Desember 2016].