

DAFTAR PUSTAKA

- Andersen, P. H. (2001) Relationship development and marketing communication: an integrative model. *Journal of Business & Industrial Marketing*, 16 (3), pp. 167-182.
- Anttila, V. (2012). *Value creation through planned communication and interaction in B2B Relationships, Case: TDC Oy Finland*. Master Thesis, Aalto University, Finland.
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Penerbit Rineka Cipta.
- Ballantyne, D. & Richard J. V. (2006). Creating value-in-use through marketing interaction: the exchange logic of relating, communicating and knowing. *Marketing Theory Articles*, 6 (3), pp. 335–348.
- Bearden, B., Ingram, T., & LaForge, B. (2004). *Marketing: Principles and Perspectives*, 4th Edition. Boston: McGraw Hill-Irwin.
- Bogdan, R. & Steven, J. T. (1975). *Introduction, Qualitative Research Method*., New York: John Wiley & Sons.
- Brennan, C. & McDowell. (2007), *Business to Business Marketing*, London: Sage Publications Ltd.
- Bungin, B. (2007). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial*. Jakarta: Kencana Prenada Media Group.
- Bungin, B. (2010). *Penelitian Kualitatif*. Jakarta: Kencana Prenada Media Grup.
- Cockalo, D., Dordevic, D., Bogetic, S., Sajfert, Z. (2010). An Exploratory Study of Relationship Marketing and Customer Satisfaction in the Republic of Serbia. *South-Eastern Europe Journal of Economics*, 2 (2010), pp. 241-265.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*, 12th ed. Singapore: The McGraw-Hill Companies, Inc.
- Dharmmesta, B. & Sukotjo, I. (2002). *Pengantar Bisnis Modern (Pengantar Ekonomi Perusahaan Modern)*. Yogyakarta: Liberty.
- Evans, J. R. & Laskin, R. L. (1994). The Relationship Marketing Process; A Conceptualisation and Application. *Industrial Marketing Management*, 23, pp. 439-452.

- Garvin, David A. (1987). Competing on the Eight Dimensions of Quality. *Havard Business Review*, Issue November 1987. Accessed from <https://hbr.org/1987/11/competing-on-the-eight-dimensions-of-quality>
- Griffin, Jill. (2006). *Customer Loyalty: Menumbuhkan Dan Mempertahankan Pelanggan*. Jakarta: Airlangga.
- Grönroos, C. (2004). The Relationship Marketing Process: Communication, Interaction, Dialogue, Value. *Journal of Business & Industrial Marketing*, 19 (2), pp. 99-113.
- Håkansson, H. & Ford, D. (2002). How should companies interact in business networks?. *Journal of Business Research*, 55 (2), pp. 133-139.
- Hasan, I. (2009), *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.
- Ibojo, B.O., & Dunmade, E.O. (2016). Impact of Relationship Marketing on Customer Satisfaction: A Case Study of the Undergraduate Students in a Private University, Oyo State, Nigeria. *International Journal of Economics, Commerce and Management*, 4, (2), pp. 698-708.
- John, W. (1998). *Qualitative Inquiry dan Research. Design: Choosing Among Five Tradition*. London: SAGE Publications.
- Kotler, P. & Armstrong, G. (2010). *Principles of Marketing*, 13th ed. Upper Saddle River: Pearson.
- Kotler, P & Keller, L. (2012). *Marketing Management*, 14th ed. Upper Saddle River: Prentice Hall.
- Kurtz & Boone. (2006). *Principles of Contemporary Marketing*, 14th ed. South Western Educational Publishing.
- Kutilang Paksi Mas. (n.d). *Introduction*. [homepage online] diakses dari <http://www.kpm.co.id/our-company/introduction/> tanggal 02 Juni 2014.
- McKinnon, R; Gowland, C; & Worzel, K. (2005). From breakthrough to value creation: Mastering profitable discovery. *Strategy & Leadership*, 33 (3), pp. 17-23.
- Michel, D; Naude, P. Sall, R; & Valla, J. (2003). *Business-to-Business Marketing: Strategies and Implementation*. Hampshire, UK: Palgrave Macmillan.

- Miles, M & Huberman, A. M. (1992). *Analisis Data Kualitatif: Buku Sumber Tentang Metode-Metode Baru*. Jakarta: UI Press.
- Moleong, L. (2002). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mulyana, D. (2006). *Metodologi Penelitian Kualitatif: Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Bandung: Remaja Rosdakarya.
- Olson; Jerry, C. & Dover, P. (1976). Effect of Expectation Creation and Disconfirmation on Belief Elements of Cognitive Structure. *Advances in Consumer Research*, 3, pp. 168-175.
- Palmatier, R. W; Gopalakrishna, S; & Houston, M. B (2006). Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits, 25 (5), pp. 477-493.
- Saunders, M.; Lewis, P; & Thornhill, A. (2009). *Research Methods for Business Students*. London: Pearson Education Limited.
- Snajdrova, D. (2010). *Analysis of the Customer of Kados, s.r.o in the Industrial Market*. Bachelor Thesis, Faculty of Humanities, Tomas Bata University in Zlin Czech Republic.
- Subagyo, P. (2004). *Statistik Terapan*. Yogyakarta: BPFE.
- Tjiptono, F. (2005). *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Trimeststoonorn, J. & Chattananon, A. (2004). The Impact of Relationship Marketing on Business Performance Across the Steel Pipe Industry in Thailand. *Journal Management 2004*, Article 05, pp. 35-43.
- Umar, H. (2005). *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Velnampy, T & Sivesan, S. (2012). Customer Relationship Marketing and Customer Satisfaction: A Study on Mobile Service Providing Companies in Srilanka. *Global Journal of Management and Business Research*, 12, (18), pp. 1-8.