

DAFTAR PUSTAKA

- Barnes G.J;(2000),*Secrets of Customer Relation ship Management(Rahasia Manajemen Hubungan Pelanggan)*, Yogyakarta: Penerbit ANDI.
- Bellou, V; and Andronikidis, A;(2008),“The Impact of Internal Service Quality On Customer Service Behaviour: Evidance from Banking Sector,”*International Journal Of Quality & Reliability Management*, Vol. 25, No. 9, pp. 943-954.
- Bitner, M.J; Booms, B.H; and Tetreault, M.S; (1990),“The Service Encounter: Diagnosing Favorable and Unfavorable Incidents,” *Journal of Marketing*, Vol.54, pp. 71-84.
- Cahill, D.J;(1996),*Internal Marketing: Your Company’s Next Stage of Growth*. New York: The Haworth Press, Inc.
- Chang, C.S; and Chang, H.H;(2007),“Effects of Internal Marketing on Nurse Job Satisfaction and Organizational Commitment: Example of Medical Centers in Southern Taiwan,” *Journal of Nursing Research*, Vol.15, No.4,p. 265-273.
- Chien, C.J; and Tsai, H.H;(1998), “Using Fuzzy Number to Evaluate Perceived Service Quality,” *Bussiness Management International Journal*,Vol. 116, No. 2, pp. 289 – 300.
- Cooper, D; and Schindler, P; (2014),*Business Research Method*, 12th ed, internasional: McGraw-Hill.
- Cronin, J; and Taylor, S; (1994), “SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality,” *Journal of Marketing*, Vol. 58, No. 1, pp. 125-131.
- Denzin, N; and Lincoln, Y;(2009),*Handbook of Qualitative Research*, (S. Qusdy, Trans) California: Sage Publication, Inc. (Original work published 2000).
- Dhurup, M;(2012), “Determinants of Internal Service Quality and The Relationship with Internal Customer Satisfaction,” *African Journal of Business Management*, Vol. 6, No. 11, pp 4185-95.
- Etzel, M.J; Walker J.W; and Stanton, W.J; (2001),*Marketing*, Edisi ke-12, New York,USA: McGraw-Hill Irwin
- Farner, S;Sommer, S;and Luthans, F;(2001), “An empirical assessment of internal customer service,”*Managing Service Quality*, Vol. 11, No. 5, pp. 350-358.
- Finn, D; Baker, J; Marshall, G; and Andreson, R; (1996), “Total Quality Management and Internal Customers: Measuring Internal Service Quality,”*Journal Of Marketing Theory and Practice*, Vol. 4, No. 3, pp. 36–51.

- Frost, F;and Kumar, M;(2001), “Service quality between internal customers and internal suppliers in an international airline,”*International Journal of Quality & Reliability Management*, Vol. 18, No. 4, pp. 371–386.
- George, R.T;(1977),*Principles of Management*, Seventh Edition, Richard D. Irwin, Inc, Homewood, illionis.
- Gilbert, R; (1998),“Measuring internal customer satisfaction,”*Managing Service Quality*, Vol.10, No. 3, pp. 178–186.
- Greene, W.E; Walls, G.D; and Schrest, L.J; (1994),“Internal Marketing: The Key to External Marketing Success,”*Journal of Services Marketing*, Vol. 8 No. 4. pp 5-13.
- Gronroos, C; (1998),“Marketing Service: The Case of Missing Product,” *Journal of Business & Industrial Marketing*, Vol. 13 No. 4/5.
- Hair, J.F; Black, W.C; Babin, B.J; and Anderson, R.E;(2010),*Multivariate data analysis*, 7th edition, New Jersey: Pearson Education Inc.
- Handayani, N;Singgih, M.L;danSuef, M.,(2011),“Pengembangan Model INTQUAL UntukPeningkatan Internal Service Quality di PendidikanTinggi,”*Prosiding Seminar NasionalManajemenTeknologi XIII*. Surabaya: Program Studi MMT-ITS.
- Heizer, J; and Render, B; (2011),*Operasion Management*, 10th ed, New Jersey: Pearson Education, Inc.
- Heskett, J; Jones, T; Loveman, G; Sasser, W;and Schlesinger, L; (1994), “Putting the Service-Profit Chain to Work,” *Harvard Business Review*, March-April, pp. 164-74.
- Johnston, R; (2008), “Internal service – barriers, flows and assessment,” *International Journal of Service Industry Management*, Vol. 19, No. 2, pp. 210-231.
- Jones, C; (1996), “Customer satisfaction assessment for “internal” supplier,”*Managing Service Quality*, Vol. 6, No. 1, pp. 45–48.
- Kang, G; Jame, J;and Alexandris, K; (2002), “Measurement of internal service quality: application of the servqualbattery to internal service quality,”*Managing Service Quality*, Vol. 12, No. 5, pp. 278–291.
- Kotler, P; and Keller, K.L; (2012),*Marketing Management*,14th ed, Upper Saddle River: Prantice Hall.
- Kotler, P;Bowen J; and Makens J; (2002),*Pemasaran Perhotelan dan Pariwisata*, Jakarta: PT Prenhallindo.
- Kuncoro, M; (2003),*Metode Riset Untuk Bisnis & Ekonomi*, Jakarta: Erlangga.

- Latif, K.F; Baloch, Q.B; and Rehman, S; (2016), "Role of Internal Service Quality (ISQ) In The Linkage Between Perceived Organizational Support and Organizational Performance," *City University Research Journal*, Vol. 6, No. 1, pp 1-22.
- Lehtinen, U; and Lehtinen, J; (1982), *Service Quality – A Study of Quality Dimensions*, Helsingfors: Service Management Institute.
- Lings, I; and Brooks, R; (1998), "Implementing and measuring the effectiveness of internal marketing," *Journal of Marketing Management*, Vol. 14, No 4/5, pp. 325-351.
- Maleyeff, J; (2006), "Exploration of internal service systems using lean principles," *Management Decision*, Vol. 44, No. 5, pp. 674–689.
- Martilla, J.A; and James, J.C; (1977), "Importance-Performance Analysis," *Journal of Marketing*, Vol. 41, No.1, pp. 77-79.
- Mehrpavar, E; Shahin, A; and Shirouyehzad, H; (2012), "Prioritizing internal service quality dimensions using TOPSIS Technique (With a case study in Isfahan Steel Mill Co.)," *International Journal of Business and Social Science*, Vol. 3, No. 2, pp. 210-217.
- Mishra, S; (2010), "Internal Marketing- A Tool to Harness Employees' Power In Service Organization," *International Journal of Business and Management*, Vol. 5, No. 1, pp. 185-193.
- Morissan; (2012), *Metode Penelitian Survei*, Jakarta: Kencana Prenada Media Group.
- Parasuraman, A; Zeithaml, V.A; and Berry, L; (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, Vol. 49, No. 4, pp. 41-50.
- Parasuraman, A; Zeithaml, V.A; and Berry, L; (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality," *Journal of Retailing*. Vol. 64, No.1, pp. 12-40.
- Parasuraman, A; Zeithaml, V.A; and Malhotra, A; (2005), "E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality," *Journal Service of Research*, Vol. 7, No. 10, pp 1-21.
- Rachmat, B; dan Indrawati, T; (2012), "ISEES Model: Model Of Hospital Service Based on Internal and External Service Quality," *Journal of Economic, Business and Accountancy Ventura*, Vol. 24 No. 3, pp. 249-262.
- Rangkuti, F; (2002), *Measuring Customer Satisfaction: Gaining Customer Relationship Strategy (Teknik Mengukur dan Strategi Kepuasan Pelanggan)*, Jakarta: PT. Gramedia Pustaka Utama.

- Ratcliffe-Smith, J; and Brooks, R; (1993), "Service from within," *The TQM Magazine*, Vol. 5, No. 5, pp. 41-43.
- Reynoso, J;and Moores, B;(1995), "Towards the measurement of internal service quality,"*International Journal of Service Industry Management*, Vol. 6, No.3, pp. 64–83.
- Robbins, S.P;(1996),*Prilaku Organisasi: Konsep, Kontroversi, Aplikasi (Ahli Bahasa)*, Jakarta: Prenhallindo.
- Rosni, F; dan Sianipar, O; (2007), "Kepuasan Pelanggan Internal," *Indonesian Journal of Clinical Pathology and Medical Laboratory*, Vol. 14, No. 1, 47-50.
- Samen, A.A;and Al shurideh, M; (2012), "The Impact Of Internal Marketing on Internal Service Quality: A Case Study in Jordanian Pharmaceutical Company,"*International Journal of Business and Management*, Vol. 7, No. 19, pp. 84-95.
- Sekaran, U;and Bougie, R;(2010),*Research methods for business: A skill building approach*, 5th ed, West Sussex: Wiley.
- Seyyedi, M.H; Damirchi, Q.V;and Rahimi, G;(2012), "Internal Customer Service Quality in Iranian Tourism Industry,"*Journal Of Applied Sciences Research*, Vol. 8, No. 2, pp. 11-36.
- Sobur, A;(2004),*Semiotika Komunikasi*, Bandung: PT Remaja Rosdakarya Offset.
- Stanley, L;and Wisner, J;(1998), "Internal Service Quality in Purchasing: An Empirical Study," *International Journal of Purchasing and Materials Management*, Vol.34, No. 3, pp. 50–60.
- Stauss, B;(1995), "Internal services: classification and quality management,"*International Journal of Service Industry Management*, Vol.6, No. 2, pp. 62–78.
- Tjiptono, F; (2014),*Pemasaran Jasa*, Edisi 1, Yogyakarta: Andi Offset.
- Tjiptono, F; dan Gregorius, C;(2011),*Service, Quality and Satisfaction*. Edisi Ketiga, Yogyakarta: Penerbit Andi.
- Varey, R.J; (1995), "A Broadened Conception of Internal Marketing," *European Journal of Marketing*, Vol. 33, No. 9, pp. 926-944.
- Zeithaml, V.A; Parasuraman, A;and Berry L.L;(2010),*Delivering Quality Service: Balancing Customer Perception and Expectations*, e-Book Edition, New York: The Free Press.