

## DAFTAR PUSTAKA

- Aaker, David A. & McLoughin, Damien. 2012. *Strategic Market. Management: Global Perspective*. Spanyol : Grafos SA, Barcelona.
- Abdillah, W. 2015. *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis* . Yogyakarta :Penerbit Andi
- Arjun Chaudhuri; Morris B Holbrook, “*The Chain of Effect from Brand Trust and Brand Effect to brand performance : The Role of Brand Loyalty*”. *Journal of Market Focused Management*, 2001
- Augusty, Ferdinand. 2006. *Metodologi Penelitian Manajemen*. Edisi 2. Semarang: Badan Penerbit Universitas Diponegoro
- Bansal, H. S., Taylor, S.F. and St. James, Y. (2005). Migrating to New Service Providers:Toward a Unifying Framework of Consumers Switching Behaviors, *Journal of the Academy of Marketing Science*, Vol. 33, No. 1, pp. 96-115
- Bloemer, J.,R, K. And W., M. (1998), On the relationship between perceived service quality, service loyalty and switching cost. *International Journal of Industry Management*. Vol.107 No.5, pp. 238-46
- Chan, Syafruddin. 2003. *Relationship Marketing: Inovasi Pemasaran Yang Membuat Pelanggan Bertekuk Lutut*. Jakarta: PT. Gramedia Pustaka Utama.
- Ching-Hsu huang, 2012. “*Impact of Relationship Quality on Customer Loyalty*”, *Jurnal of Contemporary Management, Taiwan*.
- Christopher, Payne B. 1991. *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together, The Marketing Series Profesional Development, Oxford*
- Cooper, Donald R. dan Schindler, Pamela S., 2007, *Business Research Methods*. Singapore: McGraw-Hill International Edition.
- Crosby, Lawrence, Evans, Kenneth & Cowles, Deborah. 1990. Relationships quality in services selling: an interpersonal influence perspective. *Journal of Marketing*, 54 (July), 68-81.

- Delgado-Ballester, E., Munuera-Aleman J. L., & Yago-Guillin M.J. (2003). Development and validation of Brand Trust Scale. *International Journal of Market Research*, 45(1): 335-53.
- Durianto, Darmadi. 2004. *Strategi Menaklukan Pasar Melalui Riset Brand Equity dan Perilaku Merek*. PT. Gramedia Pustaka: Jakarta
- Dwyer, F. Robert., Paul H. Schurr, & Sejo Oh, (1987), Developing Buyer- Seller Relationship, *Journal of Marketing*, Vol. 51 (April), p.11-27.
- Ellen Garbarino and Mark S. Johnson. 1999. *The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships*. *Journal of Marketing* Vol. 63, No. 2 (Apr., 1999), pp. 70-87
- Fandy Tjiptono, 2003. *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Ferdinand A, (2002). *Structural Equation Modelling Dalam Penelitian Manajemen*. Edisi 2, Seri Pustaka Kunci 03/BP UNDIP
- Fortenot, Rene., and Richard P. Vlosky. 1997. *Effect Of Buyer-Seller Relationship Structure on Firm Performance*. ISBN Report 6, Institute for The Study of Business Market The Pennsylvania
- Garbarino dan Johnson, 2009. The Different Roles of satisfaction. *Journal of Marketing*.
- Gary, L.L. and P. Kotler, 1983. *Marketing Decision Making: A Model Building Approach*. Harper and Row, New York.
- Ghozali, I. 2014. *Partial Least Squares Konsep Teknis dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Edisi 2. Semarang : Badan Penerbit Universitas Diponegoro Semarang
- Goenawan, Alif Muhammad.2015., Pengguna Internet Indonesia Tembus 88,1 Juta. <http://inet.detik.com>. Diakses pada tanggal 30 Maret 2015
- Griffin, J. 2005. *Customer Loyalty*. Lexington Book. New York.
- Griffin, Jill. 2008. *Customer Loyalty How to Earn it, How to Keep it*. Lexington Books: Singapore.
- Griffin, Jill. 2003. *Customer Loyalty : Menumbuhkan Dan. Mempertahankan Pelanggan*. Jakarta, Airlangga.

- Hair, Anderson, Tatham & Black. 2008. *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- Hair, J.F., Jr., R.E. Anderson, R. L., Tatham & W.C. Black, (1998), *Multivariate Data Analysis*, Englewood Cliffs, NJ: Prentice Hall.
- Henning-Thurau and U. Hansen. 2000. *Relationship Marketing: Gaining Competitive Advantage through Customer Satisfaction and Customer Retention*. Berlin: Springer-Verlag.
- Indotelco.2013., Ini Penyebab Multi Sim Card Marak. <http://www.indotelko.com>. Diakses pada tanggal 31 Desember 2014
- Kotler Philip , dan Gary Amstrong. 2012 . *Principles Of Marketing*, Global Edition,. 14 Edition, Pearson Education.
- Kotler, P., dan Keller, K.L.. 2009. *Manajemen Pemasaran 1*. Milenium ed. Jakarta: PT. Prenhallindo.
- Kotler, Philip, Kevin Lane Keller. (2006). *Marketing Management 12<sup>th</sup> Edition*. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Kumar, Nirmalya., K. Lisa Scheer., and E.M Benedict Steenkop.1994. *The Effect of Interdependence on Relationship Quality in Marketing Channels*, ISBM Report 2, Institute for The Study of Business Markets
- Kusmayadi, Tatang. 2007. *Pengaruh relationship Quality Terhadap Loyalitas Nasabah Tabungan*. STIE STAN Indonesia mandiri
- Lau, Geok Then and Sook Han Lee, 1999, Customer's Trust in a Brand and the Link to Loyalty, *Journal of Market Focussed Management*, 4.
- Lupiyoadi, Hamdani. 2006. *Manajemen Pemasaran Jasa*, Edisi Kedua. Jakarta : Penerbit Salemba Empat.
- Mattila, AS. 2001. *Emotional bonding and restaurant loyalty*.Cornell Hotel and Restaurant AdministrationQuarterly. 42 (6):73–80.
- Mattila, A.S. 2004. The Impact of Service Failures on Customer Loyalty: the Moderating Role of Affective Commitment. *International Journal of Service Industry Management*. 15 (2):134–150.
- Mittal, B., & Lassar, W.M. (1996). The role of personalisation in service encounters. *Journal of Retailing*, 72, 95-109.

- Morgan, Robert M. and Shelby D. Hunt. 2004. The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*. Jul 58 (3): 20-38.
- Moorman, Christine, Gerald Zaltman & Rohit Deshpande (1992), Relationships Between Providers and User of Marketing Research: The Dynamics of Trust Within and Between Organization, *Journal of Marketing Research*, 29 (August), p.314-329
- Nistanto, Reska K. 2014., Indonesia Pasar Smartphone Terbesar di Asia Tenggara. <http://tekno.kompas.com>. Diakses pada tanggal 31 Desember 2014
- Noor, Rouzni Achmad. 2014., 15% Nomor Seluler di Indonesia Hangus. <http://inet.detik.com>. Diakses pada tanggal 31 Desember 2014
- Parasuraman, A., V. A. Zeithaml, dan L.L. Berry, 1998, SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, Vol. 64, No. 1
- Peng LY, Wang Q. 2006. *Impact of Relationship Marketing Tactics (RMTs) on Switchers and Stayers in a Competitive Service Industry*. *J. Mark. Manage.*, 22: 25-59. *Psychology* 38:197-201.
- Rangkuti, Freddy. (2002). *Measuring Customer satisfaction*. PT. Gramedia Pustaka Utama, Jakarta.
- Ranto, D.W.P (2007), "Pengaruh Citra Merek, Nilai, Kualitas Persepsian dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan", *Utilitas*, Vol XV No 2 (Juli), h. 23-34
- Ramsey, Rosemary and Ravipreet S. Sohi (1997), Listening to Your Customers: The Impact of Perceived Salesperson Listening Behavior on Relationship Outcomes, *Journal of the Academy of Marketing Science*, Vol.25, No. 2, p.127-137
- Raza, Ali & Rehman, Zia. 2012. Impact of relationship marketing tactics on relationship quality and customer loyalty (A case study of telecom sector of Pakistan). *African Journal of Business Management* Vol. 6(14), pp. 5085-5092. (April).
- Ravald, A. & Gronroos, C. (1996). *The value concept and relationship marketing*, *European Journal of Marketing*, Vol. 30, No.2, PP.19-30. Robbins, Stephen P. 2003. *Organizational Behavior*, Tenth Edition, Prentice Hall.
- Sekaran, Uma, 2003, *Research Methods for Business: A Skill Building Approach*. New York: John Wiley and Sons.

- Setiadi, N. J. (2003). *Perilaku Konsumen: konsep dan implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta : Prenada Media
- Sharma, N. and P.G. Patterson. 1999. The Impact of Communication Effectiveness and Service Quality on Relationship Commitment in Consumer, Professional Service, *Journal of Service Marketing*, Vol.13, pp.151-164.
- Sinaga,Royke. 2013., Penetrasi seluler tembus 120 persen populasi. <http://www.antaraneews.com>. Diakses pada tanggal 31 Desember 2014
- Simamora, Bilson, 2004, *Aura merek*. Jakarta: Gramedia.
- Stanton, William, J. 2003, *Prinsip Pemasaran*, Jilid 1, terjemahan Y. Lamarto, Edisi kesepuluh, cetakan kesepuluh, Erlangga, Jakarta.
- Sugiyono. 2010. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Suryadi,Dede. 2014., Persaingan Sunyi Kartu Pascabayar. <http://dedesuryadi.blogspot.com/2014/12/persaingan-sunyi-kartu-pascabayar.html>. Diakses pada tanggal 31 Desember 2014
- Tjiptono, Fandy. 1997. *Strategi Pemasaran*, Edisi Kedua, Penerbit Andi-Offset, Yogyakarta.
- Tjiptono, Fandy. 2000. *Prinsip & Dinamika Pemasaran*. Edisi Pertama. J & J Learning. Yogyakarta
- Umar, Husein. 1999. *Metodologi penelitian: Aplikasi dalam Pemasaran*, Jakarta: PT Gramedia Pustaka Utama
- Usmara, Usi. 2008. *Pemikiran Kreatif Pemasaran*. Yogyakarta: Amara Books.
- Valette-Florence, R., I. Becheur and, P. Valette-Florence. 2010. *Understanding the Relationship between Readers and Press Title Brands: the Existence of Evaluative and Emotional Routes*. diakses tanggal 4 Agustus 2011 di [http://www.irege.univsavoie.fr/adminfiles/publi\\_contenu541528\\_07\\_10-30](http://www.irege.univsavoie.fr/adminfiles/publi_contenu541528_07_10-30).
- Walter, Achim., Thilo A Muelle,. And Gabriele Helfert. 2001. *The Impact of Satisfaction, Trust, and Relationship Value on Commitment: Theoretical Considerations and Empirical Results*. University of Karlsruhe, Germany

- Wibowo, S., 2006, "*Implementasi Relationship Marketing Pada Industri Hospitality*", *Utilitas*, Vol 14 No 2, Juni, Hal 178-196
- Wilson, D.T. and S. Jantrania, 1995. *Understanding the value of a relationship*. *Asia-Aust. Market. J.*, 2(1): 55-66.
- Zang, Xuan & Feng, Yuanyuan (2009). *The Impact of Customer Relationship Marketing Tactics On Customer Loyalty*, Master Thesis, Halmstad University.
- Zeithaml, V. A. (1988). Customer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of marketing* 52: 2-22.
- Zeithaml, Valerie A., Leonard L. Berry., and A. Parasuraman. 2009. The Behavioral Consequences of Service Quality. *Journal of Marketing*, Vol. 50, Vol. 1, pp.31-46.
- Zheithaml, Valarie. A., Leonard, L, Berry . and A Parasuraman. (1996), The Behavioral consequences of service quality, *Journal of Marketing*, Vol.60, April, pp. 31-46.