



DAFTAR PUSTAKA

- Aaker, D.A. (1991), *Managing Brand Equity*, New York: The Free Press A Division of Simon & Schuster Inc.
- Aaker, D.A. (1996), *Building Strong Brands*, New York: The Free Press A Division of Simon & Schuster Inc.
- Assael, H. (2001), *Consumer Behavior and Marketing Action*, 6th ed. Cincinnati, OH: South-Western College Publishing.
- Azwar, S (2001), *Reliabilitas dan Validitas*, Edisi ke-3. Yogyakarta: Pustaka Pelajar Offset.
- Back, Ki-Joon and Parks, S.C. (2003), "A Brand Loyalty Model Involving Cognitive, Affective, and Conative Brand Loyalty and Customer Satisfaction," *Journal of Hospitality & Tourism Research*, Vol 27, No 4, pp. 419-435.
- Cooper, D.R. and Schindler, P.S. (2006), *Business Research Methods*, 9th ed, New York: McGraw-Hill Inc.
- Cote, J.A. and Giese, J.L. (2000), "Defining Consumer Satisfaction," *Academy of Marketing Science Review*. www.Oxygen.vancouver.wsu.edu/amsrev/theory/giese01-00.html
- Dharmmesta, B.S. (1999), "Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol 14, No 3, h. 73-88.
- Dick, A.S. dan Basu, K. (1994), "Customer Loyalty: toward and integrated conceptual framework," *Journal of the Academy of Marketing Science*, Vol 22, No 2, pp. 99-103.
- Engel, J.F.; Blackwell. R.D.; and Miniard, P.W. (1995), *Consumer Behavior*, 8th ed. Orlando, FL: The Dryden Press.
- Ghozali, I. (2005), *Aplikasi Analisis Multivariate dengan Program SPSS*, Semarang: Badan Penerbit Universitas Diponegoro.
- Gundersen, M.G. and Olsson, U.H. (1996), "Hotel Guest Satisfaction among Business Travelers," *Cornell H.R.A. Quarterly*, Vol 4, pp. 72-80.
- Jacoby, J. and Kryner, D.E. (1973), "Brand Loyalty vs. Repeat Purchasing Behavior," *Journal of Marketing Research*, Vol. 10, February, pp. 1-9.
- Jacoby, J. and Chestnut R.W. (1978), *Brand Loyalty: Measurement and Management*, New York: John Wiley and Sons.



UNIVERSITAS
GADJAH MADA

Analisis loyalitas pelanggan pada merek Honda

KRISTANTI, Elisabeth Maria Desy, Basu Swastha Dharmmesta, Prof.Dr.,MBA

Universitas Gadjah Mada, 2007 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Kertajaya, H. (1997), *Marketing plus 2000: Siasat Memenangkan Persaingan Global*, Jakarta: penerbit PT.Gramedia Pustaka Utama.
- Kotler, P. and Keller, K.L. (2006), *Marketing Management*, 12th ed, Upper Saddle River, NJ: Prentice-Hall.
- Mc Kenna, R. (1991), *Relationship Marketing*, Reading, Massachusetts: Addison-Westley Publishing Company.
- Oliver, R.L. (1999), "Whence Customer Loyalty?," *Journal of Marketing*, Vol 63, No 3, pp. 33-44
- Pearson, S. (1996), *Building Brands Directly: Creating Business Value From Customer Relationships*, Houndmills: MacMillan Press Ltd.
- Rangkuti, F. (2004), *The Power of Brand*, Jakarta: Penerbit PT. Gramedia Pustaka Utama.
- Reichheld, F. and Sasser, W. (1990), Zero Defection: quality comes to services, *Harvard Business Review*, Vol 68, pp. 105-111.
- Sarwono, J. (2006), *Analisis Data Penelitian Menggunakan SPSS*, Edisi ke-1. Yogyakarta: Penerbit Andi.
- Schnaars, S.P. (1991), *Marketing Strategy: A Customer Driven Approach*, New York: The Free Press.
- Selnes, F. (1993), "An Examination of the effect of product performance on brand reputation, satisfaction and loyalty," *European Journal of Marketing*, Vol 27, No 9, pp. 19-35.
- Simamora, B. (2001), *Remarketing For Business Recovery*, Jakarta: Penerbit PT.Gramedia Pustaka Utama.
- Singarimbun, M. dan Effendy, S. (1998), *Metode Penelitian Survei*, Jakarta: PT LP3ES.
- Spreng, R. A.; MacKenzie, S. C.; and Olshavsky, S. W. (1996), "A reexamination of the determinants of consumer satisfaction," *Journal of Marketing*, Vol 60, pp. 15-52.
- Tse, D.K. and Wilton, P.C. (1998), "Models of Consumer Satisfaction Formation: An extension," *Journal of Marketing Research*, Vol 25, No 2, May, pp. 204-212
- www.Suaramerdeka.com (2004), Kepuasan Tentukan Loyalitas Konsumen, Senin, 27 September.



Analisis loyalitas pelanggan pada merek Honda

KRISTANTI, Elisabeth Maria Desy, Basu Swastha Dharmmesta, Prof.Dr.,MBA

Universitas Gadjah Mada, 2007 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA

Zeithaml, V.A. and Bitner, M.J. (1996), *Services Marketing*, New York, NY: McGraw-Hill International Editions.

Zikmund, S.W. (1997), *Business Research Method*, 4th ed, Forth Worth, Tx: The Dryden Press.