

DAFTAR PUSTAKA

- Cresswell, J. W. (2013), *Qualitative Inquiry & Research Design: Choosing Among Five Approaches*, 3rd ed. Thousand Oaks, CA: SAGE Publications, Inc.
- Kotler, P. and Keller, K. L. (2016), *Marketing Management*, 15th ed. Harlow, UK: Pearson Education, Inc.
- Liao, J.F. (2009), *The Effects of Internal Marketing on Customer Orientation in the Banking Industry*, Doctoral Dissertation in Business Administration, Golden Gate University.
- Miles M.B. and Huberman A.M. (1994), *Qualitative Data Analysis*, 2nd ed. Thousand Oaks, CA: SAGE Publications, Inc.
- Sekaran, U. and Bougie, R. (2017). *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan-Keahlian*, ed.6, Buku 1. Jakarta Selatan: Salemba Empat.
- Sekaran, U. and Bougie, R. (2017). *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan-Keahlian*, ed.6, Buku 2. Jakarta Selatan: Salemba Empat.
- Sugiyono. (2018), *Metode Penelitian Bisnis*, ed.3. Bandung: Alfabeta.
- Utami, W. P. (2015), *Penetapan Internal Branding Pada PT. Bank Mandiri (Persero), Tbk*, Tesis Magister Manajemen, Universitas Gadjah Mada.

<https://www.techdata.com/shared-values.html> diakses pada tanggal 16 Juni 2021.