

DAFTAR PUSTAKA

- Antreas, D.A (1997). "Another look into the agenda of customer satisfaction", International Journal of Bank Marketing.
- Ariyanto (2005). "Pengembangan Analisis Multivariate dengan SPSS 12", Penerbit Salemba Infotek, Jakarta
- Baron and Kenny (1986), "The Moderator-Mediator variabel distinction in Social Psychological Research; Conceptual, Strategic, and Statistical Considerations", Journal of Personality and Social Psychology.
- Bolton, R. N and Drew J. H (1991), "A Multistage model of customers' assessment of service quality and value", Journal of Consumer Research, vol.17.
- Elnan, H. And Andersen, O. (1999), "Measuring and monitoring service quality in the bus industry. Journal of Marketing Research.
- Fornel. C and Bryant (1996), "The American Customer Index : Nature, Purpose and Findings", Journal of Marketing.
- Ghozali, Imam. 2005 "Aplikasi Analisis Multivariate dengan Program SPSS", Badan Penerbit Universitas Diponegoro, Semarang
- Headley and Miller. (1993). "*measuring service quality and its relationship to future consumer behavior*", Journal of Health care Marketing
- Indocommercial. No. 354 – 16 Februari 2005. "Perkembangan dan Prospek Bisnis Telepon Seluler di Indonesia". PT. Capricorn Indonesia Consult Inc.
- Jasfar, Farida., 2002. "Manajemen Jasa; Pendekatan Terpadu". Lembaga Penerbit Fakultas Ekonomi (LPFE) Universitas Trisakti.
- Khatibi, Ismail, and Thyagarajan. 2002. "*What drives customer loyalty: An analysis from the telecommunications industry*". Journal of Targeting, Measurement and Analysis for Marketing.
- Kotler, Philip (2003). "*Marketing Management*". Eleventh Edition. Eaglewood Cliffs, NJ; Prentice Hall.
- Mittal.B and Lassar, W.M. (1998), "Why Do Customer Switch?". The Journal Of Service Marketing. Vol 15 no.7



Parasuraman, A., Zeithaml, V.A., dan Berry, L.L. (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, Vol. 49, Fall, pp. 41-50.

_____ 1988, "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, Vol. 64, No.1, pp 12-40.

Riduwan. (2004). "Metode dan Teknik menyusun Thesis", CV. Alfabeta, Bandung.

Sugiyono. (2003). "Statistika untuk Penelitian", CV Alfabeta, Bandung.

Sekaran, Uma. (2000), "*Research Methods for Business*", New York, John Wiley and Sons, inc

Solomon, Michael (1996) *Consumer Behavior*. 3th edition. McGraw Hill.

Suhartanto, D. 2001. "Kepuasan pelanggan: Pengaruhnya terhadap perilaku konsumen di industri perhotelan". USAHAWAN No.7 TH XXX.

Timm & Paul (2002). "50 Ideas to Keep Your Customers". Penerbit Kelompok Gramedia. Jakarta.

Tjiptono, F dan Chandra, G. (2005), "*Service, Quality, & Satisfaction*", Penerbit Andi, Yogyakarta.

_____ dan Santoso, S (2001), "Riset Pemasaran, Konsep dan Aplikasi dengan SPSS", Penerbit Elex Media Komputindo - Jakarta.

Zeithaml, Valerie A. and Bitner, Mary Jo (1996). "*Services Marketing*". McGraw – Hill

_____, (1988). "*Communication and control process in the delivery of service quality*", *Journal of Marketing*

_____; Berry, Leonard L.; and Parasuraman, A. (1996). "*The Behavioural Consequences of Service Quality*". *Journal of Marketing*, 60. (31-46). International Editions.

_____, Mary Jo Bitner (2000), *Service Marketing: Integrating Customer Focus Across The Firm*, Second Edition, Mc Graw Hill, USA