

## DAFTAR PUSTAKA

- Alma, B. (2017). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Alma, B., and Hurriyati, R. (2016). *Manajemen Corporate & Strategi Pemasaran Jasa Pendidikan*. Alfabeta.
- Barnes, A. J. G. (2015). *Secrets of Customer Relationship Management*. ANDI.
- Fasochah, and Harnoto. (2013). Analisis Pengaruh Kepercayaan dan Kualitas Layanan terhadap Loyalitas Pelanggan dengan Kepuasan Konsumen Sebagai Variabel Mediasi. *Jurnal Akuntansi*, 3(103).
- Fiks, A. G., Cocos, A., and Masino, A. J. (2017). Deep learning for pharmacovigilance: recurrent neural network architectures for labeling adverse drug reactions in Twitter posts. *Journal of the American Medical Informatics Association*, 24(4), 813–821.
- Kasmir, K., & SE, M. (2016). *Manajemen Sumber Daya Manusia*. PT Rajagrafindo Persada
- Kotler, and Armstrong. (2015). *Marketing an Introducing Prentice Hall twelfth edition*. Pearson Education, Inc.
- Kotler, P., and Keller, K. L. (2016). *Marketing Management* (15th ed.). Global Edition Pearson Education Inc.
- Lemon, K. N., and Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
- Limpo, M. L. (2015). Effect of Trust and Easy on Decision Online Purchase toward Special Fashion Products. *International Journal of Science and Research (IJSR)*, 11(11).
- Lupiyado, R., & Hamdani, A. (2009). *Manajemen Pemasaran Jasa*. Salemba Empat.
- McKnight, D. H., Choudhury, V., and Kacmar, C. (2015). The Impact of Initial Consumer Trust on Intentions to Transact With A Web Site: A Trust Building Model. *Journal of Strategic Information System*, 11.
- Moenir, A. S. (2008). *Manajemen Pelayanan Umum di Indonesia*. Ghalia Indonesia.
- Norton, B. (2013). Identity and language learning: Extending the conversation. *In Identity and Language Learning. Multilingual Matters*.
- Rangkuti, F. (2016). *Measuring Customer Satisfaction: Gaining Customer Relationship Strategy*. Gramedia Pustaka Utama.

Salim, E. (2014). *Aspek Sikap Mental dalam Manajemen Sumber Daya Manusia*. Ghalia Indonesia.

Schmitt, B. H. (2016). *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers*.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.

Sumarwan, U. (2014). *Perilaku Konsumen Teori dan Penerapannya*. Ghalia Indonesia.

Suprpto, J. (2016). *Statistik: Teori dan Aplikasi (Edisi Kedelapan)*. Erlangga.

