

DAFTAR PUSTAKA

- Amir, M Taufiq. *Dinamika Pemasaran*. Jakarta: PT. Raja Grafindo Persada, 2005
- Arikunto, Suharsimi. *Prosedur Penelitian*. Jakarta: PT. Rineka Cipta, 2006
- Armistead, Collin G and Graham Clark. *Customer Service and Support*. Jakarta: Elex Media Komputindo, 2000
- Chandra, Gregorius. *Strategi dan program Pemasaran*. Andi: Yogyakarta, 2002
- Chung, Yi Chan, et all. *An Empirical Study of Consumer Relationship Management Implementation In Taiwan's Machine Industry*, Journal of Business and Public Affairs, Vol 1 2007
- Cook, Sarah. *Customer Care Excellence*. Jakarta: PPM, 2004
- Finch, Lloyd. *Menjadi Customer Service Representative yang Sukses*. Jakarta: PPM, 2004
- Forooz, Farzin dan Shahla Rostamidehbaneh. *After Sales Service Necessity and Effectiveness*. Master Thesis, Continuation Courses Marketing and e-commerce, 2006
- Irawan, Handi. *10 Prinsip Kepuasan Pelanggan*. Jakarta: Elex Media Komputindo, 2007
- Koskela, Heikki. *Customer Satisfaction and Loyalty in After Sales Service: Modes of Care in Telecommunications Systems Delivery*, Dissertation for the Degree of Doctor of Technology, 2002
- Kotler, Philip. *Manajemen Pemasaran*, Edisi Milenium Buku 2. Jakarta: Prehallindo, 2001
- Lamb, Charles W, Joseph F. Hair, Carl McDaniel. *Essentials of Marketing*. Australia: Southwestern, 2003

Looy, Bart Van, Paul Gemmel and Roland Van Dierdonck. *Services Management*. London: Prentice Hall, 2003

Martin, William B. *Quality Customer Service; Cara Jitu Memikat Hati Pelanggan*. Jakarta: PPM, 2005

Moenir, HAS. *Manajemen Umum di Indonesia*. Jakarta: Bumi Aksara, 2000

Muljono, Pudji. *Validasi Instrumen dan Teknik Analisis Data*. Disampaikan pada Lokakarya Peningkatan Suasana Akademik Jurusan Ekonomi FIS-UNJ, 2003

Rangkuti, Freddy. *Measuring Customer Satisfaction*. Jakarta: PT. Gramedia Pustaka Utama, 2002

Riduwan. *Belajar Mudah Penelitian*. Bandung: Alfabeta, 2006

Satriyo Wibowo, Ari. *36 Kasus Pemasaran Asli Indonesia*. Jakarta: Elex Media Komputindo, 2000

Schiffman, Leon G and Leslie Lazar Kanuk. *Consumer Behaviour*. Jakarta: PT. Indeks Group Gramedia, 2004

Simamora, Bilson. *Memenangkan Pasar*. Jakarta: PT.Gramedia Pustaka Utama, 2003

Sudjana. *Metode Statistika*. Bandung: Tarsito, 2005

Sugiyono. *Metode Penelitian Bisnis*. Bandung: Alfabeta, 2005

Sumarwan, Ujang. *Perilaku Konsumen*. Jakarta: Ghalia Indonesia, 2003

Supranto, J. *Statistika Teori dan Aplikasi*. Edisi 6, Jilid 1. Jakarta: Erlangga, 2000

Tim Penyusun Kamus Pusat Bahasa. *Kamus Besar Bahasa Indonesia*. Edisi 3. Jakarta: Balai Pustaka, 2002

Tjiptono, Fandy. *Perspektif Manajemen Pemasaran dan Kontemporer*.
Yogyakarta: Andi, 2000

----- *Manajemen Jasa*. Yogyakarta: Andi, 2001

----- dan Gregorius Chandra. *Service, Quality and Satisfaction*: Andi:
Yogyakarta, 2005