Daftar Pustaka

- Crosby, P.B. (1979), *Quality is Free: The Art of Marking Quality Certain*. New York: McGraw-Hill
- Heskett, J.L., W.E. Sasser, Jr., and L.A. Schlesinger (1997), *The Service Profit Chain.* New York: The Free Press.
- Kotler, P., L. Brown, S. Adam, and G. Armstrong (2004), *Marketing*, 6th ed. Frenchs Forest, NSW: Pearson Education Australia.
- Lewis, R.C. and B.H. Booms (1983), "The Marketing Aspects of Service Quality", in Berry, L.L., G. Shostack, and G. Upah (eds.), Emerging Perspectives in Services Marketing. Chicago: American Marketing Association, pp. 99-107.
- Oliver, R.L. (1997), Satisfaction: A Behavioral Perspective on the Consumer. New York: McGraw-Hill.
- Parasuranman, A., L.L. Berry, and V.A. Zeithaml (1991), "Refinement and Reassessment of the SERVQUAL Scale", Journal of Retailing, Vol. 67, No.4, Winter, pp.420-450.
- Parasuranman, A., V.A. Zeithaml, and L.L. Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", Journal of marketing, Vol. 49, Fall, pp. 41-50.
- Parasuranman, A., V.A. Zeithaml, and L.L. Berry (1986), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality". Cambridge, Mass: marketing Science Institute.

Parasuranman, A., V.A. Zeithaml, and L.L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality", Journal of retailing, Vol. 64, Spring, pp. 12-40.

- Tjiptono, F. (2008), Service Management. Yogyakarta: Penerbit ANDI.
- Tse, D.K. and P.C. Wilton (1988), "Models of Consumer Satisfaction Formation: An Extention", Journal of Marketing Research, pp. 204-212.
- Zeithaml, V.A., L.L. Berry, and A. Parasuraman (1993), "The Nature and Determinan of Customer Expectations of Service', Journal of Academy of Marketing Science, Vol. 21, No. 1, pp. 1-12.
- Zeithaml, V.A., Bitner, M.J. and Gremler, D.D. (2006), Services Marketing: Integrating Customer Focus Across the Firm, 4th ed. Boston: McGraw-Hill/Irwin.

Zeithaml, V.A., A. Parasuraman, and L.L. Berry (1990), *Delivering Quality Service*. New York: The Free Press.

