

## DAFTAR PUSTAKA

- Arikunto, Suharsimi. (2008). *“Prosedur Penelitian Suatu Pendekatan Praktik”*. Jakarta : Rineka Cipta.
- Chandra, G. dan F. Tjiptono (2011), *“Service, Quality & Satisfaction”*. Jakarta: Penerbit ANDI
- Hair, J., Jr. Robert Bush., D. Ortinau (2008), *“Marketing Research”*. Singapore :Mc Graw Hill
- Kotler, Philip. dan Amstrong, Gary. (2012), *“Principles of Marketing”*. 14<sup>th</sup> edition. Pearson Prentice Hall.
- Lovelock, C., Wirtz, J., dan Mussry, J. (2012), *“Pemasaran Jasa Manusia, Teknologi, Strategi: Persepektif Indonesia”* (edisi ketujuh, jilid I) Jakarta : Penerbit Erlangga.
- Majid, SA, (2009), *“Customer Service dalam Bisnis Jasa Transportasi”*. Jakarta: PT Raja Grafindo Persada.
- Riduwan. (2013), *“Metode Dan Teknik Menyusun Tesis*. Bandung: Alfabeta.
- Sugiyono. (2012). *“Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D”*. Bandung: Alfabeta.
- Supranto, J, (2011). *“Pengukuran Tingkat Kepuasan Pelanggan”*. Bandung: Rineka Cipta.
- Sumarwan, Ujang *et.al* . (2011). *“Riset Pemasaran Dan Konsumen, Panduan Riset Dan Kajian: Kepuasan, Perilaku Pembelian, Gaya Hidup, Loyalitas, dan Persepsi Resiko”*. Bogor: PT. Penerbit IPB Press.
- Tjiptono, F. (2009), *“Service Marketing Esensi & Aplikasi”*. Yogyakarta: Marknesis.
- Zeithaml. Bitner. Gremler, *“Services Marketing: Integrating Customer Focus Across The Firm”*. Fifth Edition. Singapore:Mc Graw Hill

### **Jurnal Ilmiah:**

- Ah-Keng Kau, Elizabeth Wan\_youn Loh. (2006). *“The Effect of Service Recovery on Cunsomer Satisfaction”*. *Journal of Service Marketing*, 20/2, 100-106.

**Wulan Arum Sari, 2013**

Analisis Service Recovery Terhadap Kepuasan Nasabah (Survei Pada Nasabah Bank X Cabang Suci Bandung)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Cristiane Pizzutti dos Santos dan Kenny Basso. (2012). “*Do ongoing relationships buffer the effects of service recovery on customers’ trust and loyalty?*”. *International Journal of Bank Marketing*, 30, 168-192.

Jo Ann M. Duffy, John M. Miller and James B. Bexley. (2006). “*Banking customers’ varied reactions to service recovery strategies*”. *International Journal of Bank Marketing*, 24, 112-132.

Stefan Michel. (2001). “*Analyzing service failures and recoveries: a process approach*”. *International Journal of Service Industry Management*, 12, 20-33.

#### **Sumber Publikasi:**

Telkom Indonesia, (2013). “*Present Philip Kotler, Live One-Day Seminar In Jakarta. The World Is Shaking, Indonesia Is Standing 8 Ways To Grow*”. Jakarta: Telkom Indonesia

#### **Sumber Internet:**

Bandung *Service Excellence*. [on-line]. Tersedia:

[www.the-marketeers.com/archives/bandung-service-excellence-award-2012.html/bsea-2](http://www.the-marketeers.com/archives/bandung-service-excellence-award-2012.html/bsea-2). [04 Januari 2013].

*Bank Service Excellence*. [on-line]. Tersedia: [www.infobanknews.com/2012/05/india-10-bank-peraih-best-bank-service-excellence-2012/](http://www.infobanknews.com/2012/05/india-10-bank-peraih-best-bank-service-excellence-2012/). [10 desember 2012].

Dana Pihak Ketiga. [on-line]. Tersedia: [deaoka.wordpress.com/2011/04/16/dana-pihak-ketiga/](http://deaoka.wordpress.com/2011/04/16/dana-pihak-ketiga/). [ 20 Februari 2013]

Perkembangan Perbankan Indonesia. [on-line]. Tersedia:

<http://www.bi.go.id/BISPIFebruari2012.pdf>. [10 desember 2012].

Sejarah Bank Rakyat Indonesia. [on-line]. Tersedia: [www.bank X.co.id/articles/9](http://www.bank X.co.id/articles/9) [10 Juni 2013]

*Service Excellence Award*. [on-line]. Tersedia: [the-marketeers.com/archieves/bank X-syariah-bandung-perkuat-sistem-pelayanan-nasabah.html](http://the-marketeers.com/archieves/bank X-syariah-bandung-perkuat-sistem-pelayanan-nasabah.html). [04 Januari 2013]

Tentang Perbankan. [on-line]. Tersedia: [eprints.unisbank.ac.id/191/1/artikel-27.pdf](http://eprints.unisbank.ac.id/191/1/artikel-27.pdf) [ 06 Februari 2013].

**Wulan Arum Sari, 2013**

Analisis Service Recovery Terhadap Kepuasan Nasabah (Survei Pada Nasabah Bank X Cabang Suci Bandung)

Universitas Pendidikan Indonesia | [repository.upi.edu](http://repository.upi.edu) | [perpustakaan.upi.edu](http://perpustakaan.upi.edu)