

DAFTAR PUSTAKA

- Afan Doni Sucahyo, Achmad Fauzi dan Zainul Arifin. 2013. “Analisis Pengaruh Customer Relationship Marketing Pemasaran Hubungan Pelanggan Dalam Meningkatkan Kepuasan Dan Loyalitas (Survei Pada Nasabah Bank Tabungan Pensiunan Nasional Mitra Usaha Rakyat Kantor Cabang Bojonegoro”. *Jurnal Ilmu Administrasi Universitas Brawijaya*.
- Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Carter, Calvin & Tony Carter. 2012. “Why Quanxi and Customer Loyalty work: Lessons from Neuroscience”. *Journal of Asia Entrepreneurship and Sustainability*. Vol VIII Iss 2 August 2012.
- Cheng Lai, Min., et. al., 2013. “Investigating Relational Selling Behaviors, Relationship Quality, and Customer Loyalty in the Medical Device Industry in Taiwan”. *International Journal of Business and Information*. Volume 8, Number 1, June 2013.
- Flint, Daniel J. et al., 2002. “Exploring the Phenomenon of Customers’ Desired Value Change in a Business-to-Business Context”. *Journal of Marketing: October 2002*, Vol. 66, No. 4, pp. 102-117. <http://journals.ama.org/>, diakses pada tanggal 1 Oktober 2013.
- Gina Herdian dan Widyastuti. 2013. “Pengaruh Relationship Marketing Terhadap Loyalitas Pelanggan Pada Nasabah Bank BTPN KCP Sepanjang”. *Jurnal Ilmu Manajemen*. Volume 1 Nomor 2 Maret 2013.
- Gronross, Christian. 2011. “A Service Perspective on Business Relationships: the Value Creation, Interaction and Marketing Interface. *Industrial Marketing Management*. 40 (2011) 240–247.
- Haeri, Maryam et. al., 2012. “Different Levels of Relationship Marketing Dimensions and Felt Utility by Customers”. *Journal of Basic and Applied Scientific Research*. 2(7)7404-7408, 2012.
- Hennig-Thurau, T. dan U. Hansen, 2000. *Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention*. Berlin: Springer-Verlag.

- Peter Daud Hindarto. 2013. "Hubungan *Relationship Marketing* Dengan Loyalitas Pelanggan Ritel". *Jurnal JIBEKA*. Volume 7, No 3 Agustus 2013: 41-46.
- Hong Wai, Chow et. al, 2012. The Effects Of Service Quality, Relational Benefits, Perceived Value And Customer Satisfaction Towards Customer Loyalty In Hair Salon Industry". Faculty of Accountancy and Management. Department of International Business. University Tunku Abdul Rahman.
- Jumaev, Mukhiddin et. al., 2012. "Impact Of Relationship Marketing On Customer Loyalty in the Banking Sector". *Far East Journal of Psychology and Business*. Vol. 6 No. 3 March 2012.
- Kotler, Philip dan Garry Armstrong. 2011. *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- _____ dan Kevin Lane Keller. 2012. *Manajemen Pemasaran*. Jakarta: Indeks.
- L. K. Budi Martini. 2013. "*Relationship Marketing, Customer Satisfaction, Customer Commitment dan Customer Loyalty* (Studi Pada Sebuah Bank Nasional di Denpasar)". *Buletin Studi Ekonomi*, Volume 18, No. 1, Februari 2013.
- Lilien, Garry L. & Rajdeep Grewal. 2012. *Handbook of Business-to-Business Marketing*. Northampton: Edward Elgar Publishing Limited.
- Mojhib, Khoyrul dkk, "Analisis Jurnal Tentang Tema "*Brand Loyalty*" Tugas Metodologi Penelitian Pemasaran", *Jurnal Universitas Islam Indonesia*, <http://id.scribd.com/doc/110507991/Analisis-Jurnal-pemasaran>, diakses pada tanggal 1 Mei 2014.
- Nguyen, Nha. Et. al., 2013. "The Mediating Role of Customer Trust on Customer Loyalty". *Journal of Service Science and Management*. 2013, 6, 96-109 doi:10.4236/jssm.2013.61010 Published Online March 2013 (<http://www.scirp.org/journal/jssm>).
- Nwakanma, Hudson et. al., 2007. "Relationship Marketing: An Important Tool For Success In The Marketplace". *Journal of Business & Economics Research*. February 2007, Volume 5, Number 2.
- Pickering, Paul & Russel P J Kingshott. 2010. "Effects Of Relationship Marketing Upon NZ Micro-Enterprise Internationals Within The Asian Marketplace". *Kinerja Journal*. Volume 14, No.2, Th. 2010: Hal. 109-117.

- Rambat Lupiyoadi dan A. Hamdani. 2012. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Riduwan. 2010. *Metode Dan Teknik Menyusun Tesis*. Bandung: Alfabeta.
- S. B. Handayani. 2012. “Paradigma Membangun Hubungan Pemasaran (*Relationship Marketing*)”. *Jurnal STIE Dharma Putra Semarang*.
- Sabiote, Estela Fernandez & Sergio Román. 2012. “Adding Clicks to Bricks: A Study of the Consequences on Customer Loyalty in a Service Context”. *Electronic Commerce Research and Applications*, 11 (2012) 36–48.
- Sandra Susanto. 2005. “Membangun keunggulan Bersaing di Era New Value Ekonomi”. *Journal of Winner*. Vol. 6 No. 1, h. 74-82.
- Sugiyono. 2012. *Statistik Untuk Penelitian*. Bandung: Alfabeta.
- _____. 2012. *Penelitian Kualitatif, Kuantitatif dan Kombinasi*. Bandung: Alfabeta.
- Suharshimi Arikunto. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Taleghani, Mohammad. 2011. “The Relationship between Customer Satisfaction and Relationship Marketing Benefits”. *Arabian Journal of Business and Management Review*. Vol. 1, No.3; October 2011.
- Tangkilisan, Fendy G., 2013. “*Relationship Marketing* Pengaruhnya Terhadap *Customer Loyalty* pada PT. Bank Perkreditan Rakyat Prisma Dana Manado”. *Jurnal EMBA*. Vol.1 No.4 Desember 2013, Hal. 224-233.
- Thiele, S.R. (2005), “Exploring Loyal Qualities: Assessing Survey-Based Loyalty Measures,” *Journal of Services Marketing*, Vol.19, No. 7, pp. 492-500.
- Ulag, Wolfgang & Andreas Eggert (2006) Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status. *Journal of Marketing: January 2006*, Vol. 70, No. 1, pp. 119-136. <http://journals.ama.org/doi/>, diakses pada tanggal 1 Oktober 2013
- Vargas, Ana M. et. al., 2012. “Some insights for a Relationship Marketing Model integrating SERVQUAL and Customer Loyalty in Dental Clinics”. *6th International Conference on Industrial Engineering and Industrial Management*. XVI Congreso de Ingeniería de Organización. Vigo, July 18-20, 2012.

Zeithaml, Valarie A., et. al., 2006. *Services Marketing. Integrating Customer Focus Across the Firm*. Singapoer: McGraw-Hill.

Zins, A.H. (2001), "Relatives Attitudes and Commitment in Customer Loyalty Models-Some Experiences in The Commercial Airline Industry," *International Journal of Service Industry Management*, Vol. 12, No. 3, pp. 269-294.