

## DAFTAR PUSTAKA

### Book

- Aaker, David A. 2004. **Marketing Research**. John Willey & Sons
- Asep Hermawan. 2006. **Penelitian Bisnis Paradigma Kuantitatif**. Jakarta: PT Grasindo.
- Barlow, Janelle dan Paul Stewart. 2004. **Branded Customer Service: The New Competitive Edge**. San Fracisco: Berrett-Koehler Publisher, Inc.
- Barlow, Janelle dan Paul Stewart. 2007. **Branded Customer Service: Certified Consultant**. San Fracisco: Berrett-Koehler Publisher, Inc.
- Buchari Alma. 2007. **Manajemen Pemasaran dan Pemasaran Jasa**. Bandung: Alfabeta
- Cravens, David W. & Nigel F. Piercy. 2009. **Strategic Marketing**. New York USA: Mc Graw-Hill Education.
- Fandy Tjipono. 2005. **Satisfaction and Customer Service**. Malang: Bayu Media
- Fandy Tjipono. 2006. **Pemasaran Jasa**. Malang: Bayu Media
- Griffin, R. W. Dan Ronald J. Elbert. 2006. **Business 8<sup>th</sup> Edition**. New Jersey: Prentice Hall.
- Handi Irawan. 2002.
- Hennig-Thurau, Thorsten & Ursula Hansen. 2006. **Relationship Marketing: Gaining Competitive Advantage Through Customer**. Springer.
- Hermawan Kartajaya. 2006. **In Service**. Bandung: Mizan Pustaka.
- Kotler, Philip & Garry Armstrong. 2009. **Principles of Marketing**. Prentice Hall, Prehalindo.
- Kotler, Philip & Garry Armstrong. 2009. **Marketing: an Introduction**. USA: Prentice Hall.
- Kotler, Philip & Kevin Lane Keller. 2009. **Manajemen Pemasaran Jasa**. Jakarta: PT. Indeks Kelompok Gramedia.
- Kotler, Philip, dkk. 2009. **Manajemen Pemasaran**. Jakarta: PT. Indeks Kelompok Gramedia.

Kotler, Philip. 2002. **Pemasaran Perhotelan dan Kepariwisata (Edisi Kedua)**. Jakarta: Prenhallindo.

Lovelock, Christopher. 2006.

Nijssen, Edwin J & Ruud T. Frambach. 2007. **Creating Customer Value Through Strategic Marketing Planning: A Management Approach**. Kluwer Academic Publishers.

Rambat Lupiyoadi, A Hamdani. 2006. **Manajemen Pemasaran Jasa**. Depok: Salemba Empat.

Ratih Hurriyati. 2005. **Bauran Pemasaran dan Loyalitas**. Bandung: Alfabeta.

Ridwan dan Kuncoro. 2007. **Analisis Jalur untuk Riset bisnis dengan SPSS**.

Ristiyanti Prasetidjo, Dra. MBA. & John J.D.I. Ihalauw Prof. Ph.D. 2005. **Perilaku Konsumen**. Jogjakarta: Penerbit Andi.

Schiffman, Leon G. dan Leslie Lazar Kanuk. 2007. **Consumer Behavior 9<sup>th</sup> Edition**. Pearson International Edition.

Sekolah Tinggi Pariwisata Bandung. 2007. **Pengetahuan Dasar Usaha Perhotelan**. Bandung: Sekolah Tinggi Pariwisata Bandung.

Stanton, William. 2002.

Sugiyono, Prof. Dr. 2005. **Metodologi Penelitian Bisnis**. Bandung: Alfabeta

Suharsimi Arikunto. 2003. **Manajemen Penelitian**. Jakarta: Rhineja Cipta

Suharsimi Arikunto. 2006. **Prosedur Penelitian Suatu Pendekatan**. Jakarta: PT Rhineja Cipta

Traill, W. Bruce & Eamonn Pitts. 2007. **Competitiveness in the Food Industry**. Blackie Academic & Professional.

Zeithaml, Valerie & Mary Jo Bitner. 2006.

### Website

Avdisa.com

Brandedservice.com

CornellUniversity.com

EmeraldJournal.com

Forum.com

Google.com

MSN.com

ImprovetheWeb.com

Mimi.hu team. 2007. Marketing & Web. Google

RESEARCHCENTRE.com

TheJakartaConsultingGroup.com

Unique Benefits.com

Yahoo.com

**Journal**

Bacharach, Sam. 2004. ***The OGC – A Unique Organization Offering Unique Benefits.*** United States: the Open Geospatial Consortium, Inc

Fisher, Leah. March 2007. ***Views And News For Brand Enablers: Rewarding Effective Recovery.***

Sheth, Jagdish N. 2005. ***A Model of Industrial Buyer Behavior. Journal of Marketing,*** Vol. 37, No. 4.

Sierra, Jeremy J. 2005. ***Branded Customer Service: The New Competitive Edge.*** Journal of Product & Brand Management **Vol : 14 Issue: 7**

Summers, Bill. 2005. ***Almost Heaven: The Greenbrier Suits Sabato Sagaria '97 to a Tee.*** Show Bios Spring Cornell Hotel School.

