

## DAFTAR PUSTAKA

- Agus Sulastiono, (2008) *Manajemen Penyelenggaraan Hotel*. Bandung: Alfabeta
- Asep Hermawan, (2006), *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT Gramedia Widia Sarana Indonesia.
- Butscher, S. A. (2002) *Loyalty is worth paying for Kucher & Partners Strategy & Marketing Consultants*.
- Cronin, J.J & Taylor, S.A., (2002) *Measuring service quality: a re-examination and extension*. *Journal of Marketing*
- Dyana sari, (2007) *Total Quality Management*
- Edwin Japariato, (2008), Analisa kualitas layanan sebagai pengukur loyalitas pelanggan hotel majapahit surabaya dengan pemasaran relasional sebagai variabel intervening
- Fandy Tjiptono, (2007) *Pemasaran Jasa*, Yogyakarta : Penerbit Andi.
- , (2008) *Manajemen Jasa*, Yogyakarta : Penerbit Andi.
- Feick, L. & Lee, J. (2001). *The impact of switching cost on the customer satisfaction- loyalty link; mobile phone service in France*. *Journal of ServiceMarketing*
- Gremler, D. D., Brown, S. W. (1996). *Service Loyalty: Its Nature, Importance, and Implications*.
- Griffin, J., (1995) *Customer Loyalty : How to Earn It, How to Keep It*. San Francisco: Jossey-Bass.
- Gronroos, C. (2001). *The perceived service quality concept - a mistake?* *Managing Service Quality*
- ,(2002) *Customer Loyalty*. Jakarta: Erlangga.
- Joewono, T. Basuki & Kubota, Hisahsi, (2007), *User Perception of Private Paratransit Operation in Indonesia*, *Journal of Public Transportation*.
- Kotler, Philip et al. (2009) *Marketing Management*. Pearson International Edition : New Jersey.
- , John Bowen. & James Makens, (2006) *Marketing for Hospitality and Tourism*. New Jersey: Prentice Hall.
- , Garry Armstrong, (2006) *Principles of marketing 11<sup>th</sup> edition*. New Jersey: Prentice Hall.
- , Kevin Lane Keller, (2009) *Marketing Management 13<sup>th</sup> edition*. New Jersey: Prentice Hall.
- Lee, M., Cunningham, L. F. A (2001) *cost/benefit approach to understanding service loyalty*. *Journal of Services Marketing*.
- Lovelock, Wirtz, Yee Peng 2009. *Essential of Services Marketing*. Pearson Prentice Hall : Singapore.
- Loyalty Marketing Workshop (2005) Templeton College, University of Oxford.
- , Wright, L. (1999) *Principles of Service Marketing and Management*. Prentice Hall,
- Manish, M. (2001). *Customer Loyalty Solutions*.

- Mariana Rachmawati, (2007) Kualitas pelayanan dalam upaya meningkatkan loyalitas pelanggan
- Mohammad Muzahid Akbar and Noorjahan Parvez (2009) *Impact of service quality, Trust and Customer satisfaction on Customer's Loyalty*.
- Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1988). *SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing*.
- Rambat Lupiyoadi, (2009) Manajemen Pemasaran Jasa. Jakarta: Salemba Empat.
- Riduwan., (2006), Metode Dan Teknis Menyusun Tesis, Bandung: Alfabeta
- Sugiyono., (2008), Statistik Untuk Penelitian, Bandung: Alfabeta.
- , (2007), Statistik Untuk Penelitian, Bandung: Alfabeta.
- Suharsimi, (2006) Prosedur Penelitian Suatu Pendekatan Praktek. Rineka Cipta : Jakarta.
- Taslim Bahar, (2009), Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas pengguna moda.
- Uma Sekaran, (2006) *Metodolgi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Zeithaml, V. A. (2003). *Service Marketing* (3rd ed.), Tata McGraw Hill, New Delhi.
- kepri.bps.go.id
- <http://www.google.com/pengertian data/agus salim, 2008/>
- [www.bps.go.id](http://www.bps.go.id)