

DAFTAR REFERENSI

A. Buku

Armistead, C.G., G. Clark. (1996). *Customer Service and Support (Layanan dan Dukungan Kepada Pelanggan)*. Jakarta: PT Elex Media Komputindo

Babbie, Earl. (1992). *The Practice of Social Research* (6th ed). California: Woolworth Inc.

Blanchard, Ken, Michael O'Connor, with Jim Ballard. (1997). *Managing by Values*. San Fransisco: Berrett-Koehler Publisher Inc.

Chatab, Nevizond. (2007). *Diagnostic Management* (Ati Cahyati, Penerjemah). Jakarta: PT Serambi Ilmu Semesta

Cravens, David W. & Nigel F. Piercy. (2006). *Strategic Marketing* (Eighth Edition). Boston: McGraw-Hill Irwin

Griffin, Jill. (2003). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan* (Dwi Kartini Yahya, Penerjemah). Jakarta: Erlangga

Istijanto. (2005). *Aplikasi Praktis Riset Pemasaran*. Jakarta: PT Gramedia Pustaka Utama

Kotler, Philip & Kevin Lane Keller. (2006). *Marketing Management* (Twelfth Edition). New Jersey: Pearson Prentice Hall

Lienn, Robert L. (1990). *Quantitative QA Project of America Educational Resets*. London: Collier MacMillan Publisher.

Malhotra, Naresh K. (1996). *Marketing Research: An Applied Approach*. New Jersey, Prentice Hall Inc

Nazir, Moh. (1988). *Metode Penelitian*. Jakarta: PT Ghalia Indonesia

Nilson, Torsten H. (1992). *Value-Added Marketing*. Cambridge: McGraw-Hill Book.

Prasetya, Bambang dan Jannah, Miftahul. (2005). *Metode Penelitian Kuantitatif: Teori dan Aplikasi*. Jakarta: PT Raja Grafindo Persada

Santoso, Singgih dan Tjiptono, Fandy (1997). *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*.

Singarimbun, Masri. (1989). *Metode Penelitian Survey*. Jakarta: LP3ES.

Sugiyono. (2002). *Metode Penelitian Administrasi* (cetakan kesembilan). Bandung: Alfabeyo

Suparmono dan Sugiarto. (1993). *Statistika*. Yogyakarta: Andi Offset.

B. Jurnal

Caruana, Albert & Fenech, Noel. (2005). *The Effect of Perceived Value and Overall Satisfaction on Loyalty: a Study Among Dental Patients*. Journal of Medical Marketing.

- Cengiz, Ekrem & Kirkbir, Fazil. (2007). *Customer Perceived Value: The Development of a Multiple Item Scale in Hospitals*. Problems and Perspectives in Management 5.
- Chu, Kou-Ming. (2009). *The Construction Model of Customer Trust, Perceived Value and Customer Loyalty*. The Journal of American Academy of business 14.
- Gremler, Dwayne D., Stephen W. Brown. (1999). *The loyalty ripple effect-appreciating the full value of customers*. International Journal of Service Industry Management, Vol. 10 No. 3.
- Joo, Jaehoon. (2007). *An Empirical Study on the Relationship Between Customer Value and Repurchase Intention in Korean Internet Shopping Malls*. The Journal of Computer Information Systems 48.
- Khalifa, Azaddin Salem. (2004). *Customer Value: A Review of Recent Literature and An Integrative Configuration*. Management Decision, Vol. 42, No. 5.
- McMullan, Rosalind. (2005). *A Multiple-Item Scale for Measuring Customer Loyalty Development*. The Journal of Services Marketing 19.
- Oliver, Richard L. (1999). *Whence Customer Loyalty?*. Journal of Marketing 63.
- Rahmawati. (2002). *Create a Value of Brand with Personality*. Usahawan 10.
- Rukmana, Riza A. N. (2006). *Analisis Tuntutan Pelanggan, Kinerja Bauran Pemasaran Jasa, Nilai Pelanggan, dan Penggunaan Jasa Telekomunikasi*. Usahawan 10 No. 03 Maret 2006

Sirdeshmukh, Deepak; Singh, Jagdip; & Sabol, Barry. (2002). *Consumer Trust, Value, and Loyalty in Relational Exchanges*. *Journal of Marketing* 66

Smith, J. Brock & Colgate, Mark. (2007). *Customer Value Creation: a Practical Framework*. *Journal of Marketing Theory and Practice* 15.

Soehadi, Agus W. (2002). *Value Based Marketing: Marketing, Growth and Firm Value*. *Usahawan* 10.

C. Sumber Lain

2010, Pengguna Ponsel Indonesia Capai Separuh Populasi

www.detikinet.com

Customer Value

www.handiirawan.com

IM3 Nge-Groov3 di PTC Mall Palembang

<http://info-pulsa.blogspot.com/2009/03/im3-nge-groov3-di-ptc-mall-palembang.html>

Indosat mengakhiri tahun 2008 dengan 36,5 juta pelanggan seluler,

www.indosat.com

Kajian Pengguna Handphone di DKI Jakarta,

<http://andi.stk31.com>

Pertumbuhan Telekomunikasi GSM Kiat Pesat.

www.antara.co.id

Pengguna Ponsel Dunia Capai 4 Miliar di Akhir 2008

www.kilasberita.com

People of The Week

www.mix.co.id

Tarif Seluler CDMA dan GSM Update Terbaru

<http://fath102.files.wordpress.com/2008/11/>

Utami, Deasy Putri. (2005). *Pengaruh Nilai Pelanggan ATM Bank BNI terhadap Kepuasan dan Loyalitas Pelanggan*. Universitas Indonesia

