

REFERENCE LIST

- Aaker, D. A., Kumar, V., & Day, G. S. (9th ed.) (2007). *Marketing research*. New Jersey: John Wiley & Son, Inc.
- Ahmed, P. & Rafiq, M. (2003). Internal marketing issues and challenges. *European Journal of Marketing*, 37(9), 1177-1186.
- Ahmed, P., Rafiq, M., & Saad, N. (2002). Internal Marketing and the mediating role of organisational competencies. *European Journal of Marketing*, 37(9), 1221-1241.
- Albrecht, K. (1990). *Service within: Solving the middle management leadership crisis*. Homewood: Dow Jones-Irwin.
- American Marketing Association. (1995). *AMA marketing encyclopedia: Issues and trends shaping the future*. Chicago: NTC Business Books.
- American Marketing Association. (2008). Retrieved December 16, 2009, from www.marketingpower.com.
- Anderson, D & Anderson, L. A. (2001). *Beyond change management: Advance strategies for today's transformational leaders*. San Fransisco: Jossey-Bass/Pfeiffer.
- Barney, J.B. & Clark, D.N. (2007). *Resource-based view theory: Creating and sustaining competitive advantage*. New York: Oxford University Press.
- Behrens, L., Rosen, L.J., & Beedles, B. (2005). *A sequence for academic writing* (2nd ed.). New York: Longman.
- Belch, G. E., & Belch, M. A. (2007). *Advertising and Promotion: An Intergrated Marketing Communications Perspective*. New York: McGraw–Hill Irwin.
- Boyce, C. & Neale, P. (2006). *Conducting in-depth interviews: a guide for designing and conducting in-depth interviews for evaluation input*. Watertown: Pathfinder International.
- Creswell, J. W., (2nd ed.) (2003). *Research Design: Qualitative, quantitative and mixed method*. California: Sage Publication, Inc.
- Crouch, M. & McKenzie, Heather. (2006). *The logic of small samples in interview-based qualitative*. *Social Science Information*, London, 45 (4), 483.

- Danareksa (2007). *Annual report: Continuing solid achievements*. Jakarta: Danareksa.
- Danareksa (2008). *Creating Value 32 Tahun Danareksa*. Jakarta: Danareksa.
- Darmasaputra, M. (2009). *Sarijaya Securities Staff Arrested*. Jakarta: Tempo Interaktif. <http://jendelague.com/2009/01/06/sarijaya-securities-suspend-small-retail-investors-again-become-victims/>
- Davis, J. P. (2005). *The effects of internal marketing on service quality within collegiate recreational sport: A quantitative approach*. Ohio: The Ohio State University.
- Ekaputra, E. CEO of Danareksa Persero. (2009, November 23). Personal Interview.
- Farzad, A., (2007). *The effect of internal marketing on organizational commitment: An investigation among state-owned banks in Isfahan*. Luleå: Luleå University of Technology.
- Ferrell, O. C., Hartline, M. D., & Lucas, G. (2nd ed.) (2002) *Marketing Strategy*. Mason: Thomson South Western Educational Publishing.
- Frequency Distribution (n.d.) <http://www.answers.com/topic/frequency-distribution>.
- Jou, J. Y. H., Chou, C. K., & Fu, F. L., (2008) Development of an Instrument to Measure Internal Marketing Concept. *Journal of Applied Management and Entrepreneurship*, 13 (3), 66 – 79.
- Greene, J. C., Caracelli, V. J. & Graham, W. F. (1989). "Toward a conceptual framework for mixed-method evaluation design." *Educational Evaluation and Policy Analysis*, 11(3), 255-74.
- Hariono. CEO and owner of Bersih Sehat and Midori Japanese Restaurant. (2009, November 30). Personal Interview.
- Holloway, I. (1997) *Basic concepts for qualitative research*. Cornwall: Wiley-Blackwell.
- Indonesia Stock Exchange (2008). *Annual Report: Building Confidence in The Global Market Turbulence*. Jakarta: Indonesia Stock Exchange.
- Institute for Economic and Finance Research. (2007). *30 Tahun Pasar Modal Indonesia: Refleksi menuju kemakmuran bangsa*. Jakarta: ECFIN.

- Ismujiarso. (2009). Pergeseran Peran Agenda Setting Komunikasi Massa dan Apa Maknanya. <http://www.virtual.co.id/blog/cyberpr/pergeseran-peran-agenda-setting-komunikasi-massa-dan-apa-maknanya/>
- Jahja, J. CEO of Perum Percetakan Uang Republik Indonesia. (2009, November 25). Personal Interview.
- Kaihatu, S. T. (2006) Good corporate governance dan penerapannya di Indonesia. *Jurusan Ekonomi Manajemen Jurnal Manajemen Dan Kewirausahaan*, 8 (1), 1–9. <http://www.petra.ac.id/~puslit/journals/dir.php?DepartmentID=MAN>
- Kelemen, M & Pappasolomou, I. (2007). Internal marketing: a qualitative study of culture change in the UK banking sector. *Journal of Marketing Management*, 23 (7-8), 745-767.
- King, C. & Grace, D. (2008). Internal branding: Exploring the employee's perspective. *Brand Management*, 15 (5), 358–372.
- Kotler, P. & Armstrong, G. (10th ed.) (2004). *Principle of marketing*. New Jersey: Prentice Hall.
- Kotler, P. & Keller, K. (12th ed.) (2006). *Marketing management*. New Jersey: Prentice Hall.
- Lings, L. (1999). Balancing internal and external market orientations. *Journal of Marketing Management*, 15, 239-263.
- Lings, I. (2004). Internal market orientation construct and consequences. *Journal of Business Research*, 57, 405-413.
- Lings, I., & Brooks, R. (1998). Implementing and measuring the effectiveness of internal marketing. *Journal of Marketing Management*, 14, 325-351.
- Lovelock, C. H. & Wirtz, J. (6th ed) (2007). *Services marketing: People, technology, strategy*. New Jersey: Pearson Prentice Hall.
- Mariampolski, H. (2001). *Qualitative market research: A comprehensive guide*. Thousand Oaks: Sage.
- Malhotra, N. (2007). *Marketing research: An applied approach*. New Jersey: Pearson Education, Inc.
- _____. (3rd ed.) (2009). *Basic marketing research: A decision-making approach*. Jersey: Pearson Education, Inc.
- Morgan, R. E. (2004). Business agility and internal marketing. *European Business Review*, 16 (5), 464.

- Muliadi, T. CEO of Pembangunan Jaya. (2009, December 7). Personal Interview.
- Naude, P., Desai, J., & Murphy, J. (2003). Identifying the determinants of internal marketing orientation. *European Journal of Marketing*, 37(9), 1205-1220.
- Organisation For Economic Co-Operation and Development. (2004). *OECD Principles of Corporate Governances*. Paris: OECD Publications Service. www.oecd.org/dataoecd/32/18/31557724.pdf
- Pallant, J. (2nd ed.) (2005). *SPSS Survival Manual: A step by step guide to data analysis using SPSS for Windows (version 12)*. New York: Open University Press.
- Parasuraman, A., Berry, L. (1991). *Marketing Service: Competing through quality*. New York: The Free Press.
- Patton, M. Q. (3rd ed.) (2002). *Qualitative Research and Evaluation Methods*. California: Sage Publication, Inc.
- Putri, F. S. (2009). Indeks Domestik Diprediksi Capai 3.000 Tahun Depan. Jakarta: Tempo Interaktif. <http://www.tempointeraktif.com/hg/saham/2009/11/18/brk,20091118-209131,id.html>
- Rafiq, M. & Ahmed, P. (1993). The scope of internal marketing: Defining the boundary between marketing and human resource management. *Journal of Marketing Management*, 9, 219-23
- Rafiq, M. & Ahmed, P. (2000). Advances in the internal marketing concept: Definition, synthesis, and extension. *Journal of Services Marketing*, 14(6), 449-462.
- Rembeth, J.D. CEO of The Jakarta Post. (2009, November 25). Personal Interview.
- Restrukturisasi dan privatisasi BUMN (2009). retrieve on Saturday, 7 November 2009, 11.35PM. <http://artikelpaper-ekonomi.blogspot.com/2009/09/restrukturisasi-dan-privatisasi.html>
- Samms, C. (1999). *The need for internal marketing*. Berkshire: Through the Loop Consulting.
- Setyagraha, H. CEO of PT Jakarta Realty (2009, November 26). Personal Interview.
- Suhermin. (2009). Pergeseran Prioritas Belanja Iklan. <http://suhermin.blogspot.com/>

- Shimp, T. A. (2007). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Mason: South-Western College Pub.
- Symon, G. & Cassell, C. (1999). *Qualitative methods and analysis in organizational research: A practical guide*. London: Sage Publication, Inc.
- Temporal, P. (2002). *Advanced brand management: From vision to valuation*. Singapore: John Wiley & Son (Asia) Pte Ltd.
- Ulrich, D. & Smallwood, N. (2007). *Leadership brand: developing the customer-focused leaders to drive performance and built lasting value*. Boston: Harvard Business School Press.
- Universitas Indonesia (2008). Pengantar penulisan ilmiah.
- Wibisono, T. Singapore Airline's Passenger. (2009, October 28). Informal Interview.
- Wieseke, J., Ahearne, M., Lam, S.K., & van Dick, R. (2009). The role of leaders in internal marketing. *American Marketing Association*, 73, 123-145.
- Zeithaml, V., Bitner, M. J. (5th ed.) (2008). *Service marketing: Integrating customer focus across the firm*. New York: McGraw-Hill.