

DAFTAR PUSTAKA

- Aaker, D.A., & Joachimsthaler, E. (2000). *Brand leadership*. New York : The Free Press.
- Aaker, D.A., Kumar, V., & Day, G.S. (2004). *Marketing Research*. New York : John Wiley & Son.
- Baran, R.J., Galka, R.J., & Strunk, D.P. (2008), *Principles of customer relationship management*. USA : Thompson Higher Education.
- Bick, G.N.C., (2009). Increasing shareholder value through building customer and brand equity. *Journal of Marketing*. 25 (1-2). 117-141.
- Cobb-Walgreen, C.J., Ruble, C.A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. 24 (3). 25-40.
- Ekiyor, A., Tengilimoglu, D., Yeniyurt, S., & Erturk, E. (2010). Relationship marketing and customer loyalty : an empirical analysis in the healthcare industry. *The Business Review*, Cambridge, 14(2).
- Hanan, Mack & Peter Karp (1991). *Customer satisfaction –how to maximize, measure, and market your company’s ultimate product*. New York : Amacom (a division of American Management Association.
- Hair, J.F., et al. (2010). *Multivariate data analysis*. (7th edition). New Jersey : Pearson Education Inc.
- Hyun, S.S. (2009). Managing long-term customer value in the theme park industry. *Journal of Travel and Tourism Research*. Spring 2009.
- Incoming Call Management Institute. (2004). *Call center operations management- handbook and study guide*. Maryland : Author.
- Irawan, Handi (2002) *10 Prinsip Kepuasan Pelanggan*. Jakarta. Gramedia.

- Keller, L.K. (2008). *Strategic brand management – building, measuring, and managing brand equity*. (3rd edition). New Jersey : Pearson Education Inc.
- Keller, K.L. (2009). Building strong brands in a modern marketing communication environment. *Journal of Marketing Communication*. 15 (2-3). 139-155.
- Kolar, T. (2006). Evaluating the performance of call centres from consumer's perspective : marketing research industry example. *Journal of Management*. 11 (2). 53-76.
- Kumar, V., Reinartz, W.J. (2006). *Customer relationship management – a database approach*. USA : John Wiley & Sons Inc.
- Lijadi, A.A.S. (2002). *Analisa kepuasan pelanggan terhadap call center bank*. December 23, 2002. Universitas Indonesia. Magister Manajemen.
- Lucas, Robert W (2009). *Customer service*. (4th edition). McGraw-Hill International Editions.
- Maholtra, N.K. (2010). *Marketing research – an applied orientation*. (6th edition). New Jersey : Pearson Education Inc.
- Minami, C. & Dawson, J. (2008). The CRM process in retail and service sector firms in Japan : loyalty development and financial return. *Journal of Retailing and Consumer Services*, 15, 375-385.
- Mowen, John C. & Minor, Michael, *Consumer behaviour*. New Jersey : Prentice Hall, 1998.
- Peppard, Joe (2000). Customer relationship management (CRM) in financial services. *European Management Journal*, 18 (3), 312-327.
- Pileliene, Lina. (2009). Determination of customer loyalty Stages. *ABI/INFORM Global*, 95.

- Rust, R.T., Lemon, K.N., & Zeithaml, V.A. (2004). Return on marketing using customer equity to focus marketing strategy. *American Marketing Association*. 68 (1). 109-127.
- Ryals, Lynette. (2008). Determining the indirect value of a customer. *Journal of marketing management*. 24 (7-8). 847-866.
- Struebing, Laura. (1997). Study finds best practices for customer call centers. *ABI/INFORM Global*. 30 (6). 18.
- Synnot, W.R. (1978). Total customer relationship. *Management Information System Research Center*. 2 (3). 15-24.
- Verhoef, P.C. (2003). Understanding the effect of customer relationship management efforts on customer retention and customer share development. *The Journal of Marketing*. 67 (4). 30-45.
- Zeithaml, Valerie A. & Berry, Leonard L. *Delivering quality service –balancing customer perceptions and expectations*. The Free Press, 1990.
- Zhang, J.Q., Dixit, A., & Friedmann, R. (2010). Customer loyalty and lifetime value : an empirical investigation of consumer packaged good. *ABI/INFORM Global*, 18(2).