

DAFTAR PUSTAKA

- Alma, Buchari. 2005. *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta. Bandung.
- Amryyanti, Ni Putu Darmadhewi., Mirah Putri. 2010. Analisis Pengaruh Citra Merek, Kewajaran Harga, dan Promosi Penjualan Terhadap Kepuasan dan Loyalitas Pengguna Jasa Penerbangan Domestik Garuda Indonesia Di Denpasar. *Tesis*. Program Studi Magister Manajemen Universitas Diponegoro Semarang
- Anderson, Eugene W., Claes Fornell & Donald R. Lehmann.1994. "Customer Satisfaction, Market Share and Profitability : Finding From Sweden", *Journal of Marketing*, Vol. 58.
- Andreassen, T. W. 1994. "Satisfaction, Loyalty and Reputation as Indicators of Customer Orientation in the Public Sector", *International Journal of Public Sector Management*, Vol. 7, No.2, p.16-34.
- Ardianto, Eka .1999, "Mengelola Aktiva Merek : Sebuah Pendekata Strategis"; **Forum Manajemen Prasetya Mulya**, No. 67, p.34-39.
- Barroso C, Marti'n E, Marti'n D. 2007. The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tour Manage* 28(1):175–187.
- Biljana Angelova and Zekiri Jusuf. 2011. "Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model)", *Journal of Academic Research in Business and Social Sciences*. Vol. 1, No. 3.
- Bowen, D. 2001. "Antecedents of Consumer Satisfaction and Dissatisfaction on Long-Haul Inclusive Tours: A Reality Check on Theoretical Considerations." *Tourism Management*, 22: 49–61.
- Chang Nai-Jen and Cher-Min Fong. 2010. "Green product quality, green corporate image, green customer satisfaction, and green customer loyalty". *African Journal of Business Management*. Vol. 4(13), pp. 2836-2844.
- Chang, Tung-Zong dan Su-Jane Chen. 1998. Market Orientation, Service Quality and Business Perfomance: a Conceptual Model and Empirical Evidence. *Journal of Service Marketing*. Vol.12, No.4

- Chen JS, Gursoy D. 2001. An investigation of tourists' destination loyalty and preferences. *Int J Contemp Hospitality Manage* 13(2):79–85.
- Chen Tser-yieth, Pao-Long Chang, Hong-Sheng Chang. 2005. "Price, brand cues, and banking customer value". *International Journal of Bank Marketing*. Vol. 23 Iss: 3 pp. 273 – 291.
- Chiao, J. and R. Chu (2001). "Determinants of Hotel Guest's Satisfaction on Repeat Patronage in Hong Kong Hotel Industry." *International Journal of Hospitality Management*, 20: 271–97.
- Christantiowati. 2005. Berobat Sambil Melancong Ke Singapura
["http://www2.kompas.com/kesehatan/news"](http://www2.kompas.com/kesehatan/news). Tanggal akses 25 November 2005.
- Clemes D. Michael, Christopher Gan, Tzu-Hui Kao, Michelle Choong. 2008. "An empirical analysis of customer satisfaction in international air travel". *Innovative Marketing*. Volume 4, Issue 2.
- Coban, Suzan. 2012. *The effects of the image of destination on tourist satisfaction and loyalty, the case of copadia*.
- Coban, Suzan. 2012. *The effects of the image of destination on tourist satisfaction and loyalty, the case of copadia*.
- Danesh Seideh Nasrin, Saeid Ahmadi Nasab and Kwek Choon Ling. 2012. "The Study of Customer Satisfaction, Customer Trust and Switching Barriers on Customer Retention in Malaysia Hypermarkets". *International Journal of Business and Management*. Vol. 7, No. 7.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyer's product evaluation. *Journal of Marketing Research*, 23(3), 307- 319.
- Ellen Day and Malvin R. Crask. 2000. "Vallue Assessment: The Antcedent Of Customer Satisfaction". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Volume 13.
- Fajri dan Senja. 2005. *Kamus Lengkap Bahasa Indonesia*. Jakarta : Penerbit Difa Publisher.
- Ferdinand Augusty. 2005. *Structural Equation Modeling dalam Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro. Semarang.

- Fyall, A; Callod, C; Edwards, B. 2003. "Relationship Marketing: The Challenge for Destinations" *Annals of Tourism Research*, Vol. 30, No. 3, 2003, 644-659.
- Haghhkha Azam, Mehdi Nosratpour, Alireza Ibrahimpour, dan Abubakar Abd. Hamid. 2011. "The Impact of Service Quality on Tourism Industry" 2nd International Conference on Business and Economic Research (2nd ICBER 2011), pp: 1834-1854.
- Hermann Andreas, Lan Xia, Kent B. Monroe and Frank Huber. 2007. "The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases", *Journal of Product & Brand Management*. 16/1, pp 49–58.
- Harrison, L.C. (2007), "Market orientation and performance: objective and subjective empirical evidence from UK companies", *Journal of Management Studies*, Vol. 38, pp. 17-43.
- Heryanto. 2011. "Effect Of Service Quality On Customer Satisfaction With Bank Nagari Main Branch Padang". *International Journal of Business and Management Tomorrow*. Vol. 1 No. 2.
- Ishaq Muhammad Ishtiaq. 2011. "An Empirical Investigation Of Customer Satisfaction And Behavioral Responses In Pakistan Banking Sector", *Management & Marketing Challenges For The Knowledge Society (2011)*. Vol. 6, 3, pp. 457-470.
- Jefkins, F. 2003. *Public Relation*. Erlangga. Jakarta.
- Jirawat Anuwichanont dan Sirivan Serirat. 2009. "Tourists' Loyalty towards Sustainable Night Tourism: A Case Study of Pattaya, Thailand".
- Griffin, Jill. 2005. *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga. Jakarta.
- Kasali, Rheinaldhi. 2003. *Manajemen Public Relations*. Grafiti, Jakarta.
- Kotabe Masaaki, Helsen Kristiaan. 2004. *Global Marketing Management, Third edition*. New York: Wiley International Edition.
- Kotler, Phillip. 1994. *Marketing Management Analysis and Planning, Implementation and Control*. 8th ed. Prentice Hall Inc. USA.
- Kotler, Philip dan Gary Armstrong. 1996. *Principles of Marketing*. Intermedia, Jakarta.

- Kotler, Philip. 2000. *Marketing Management. The Millenium Edition*. New Jersey: Prentice Hall International Inc.
- Kotler, Philip. 2002. *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Salemba Empat. Jakarta.
- Kotler, Philip. 2005. *Manajemen Pemasaran*, Jilid 1 dan 2. PT. Indeks. Jakarta.
- Kotler, Philip. 2008. *Manajemen Pemasaran*, Jilid 1 dan 2. PT. Indeks. Jakarta.
- Loke Siew-Phaik, Ayankunle Adegbite Taiwo, Hanisah Mat Salim, and Alan G. Downe. 2011. "Service Quality and Customer Satisfaction in a Telecommunication Service Provide". *International Conference on Financial Management and Economics*. IPEDR vol.11 IACSIT Press, Singapore.
- Lovelock & Wright . 2005. *Manajemen Pemasaran Jasa*. Indeks. Jakarta.
- Malik, Muhammad Ehsan, Ghafoor, Muhammad Mudasar dan Iqbal, Hafiz. 2012. "Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector". *International Journal Bussines and Social Science*. Vol. 3 No. 23; December 2012.
- Malthouse C. Edward, James L. Oakley, Bobby J. Calder and Dawn Iacobucci. 2003. "Customer Satisfaction Across Organizational Units". *Kellogg on Integrated Marketing*. New York: John Wiley & Sons, Inc.
- Manickas, P. A and Shea, L.J. 1997, "Hotel Complaint Behavior and Resolution: A Content Analysis", *Journal of Travel Research*, p. 68-73.
- Marinescu Paul, Niculae Sabin Mihai, Sorin Tom. 2004. "Pricing Strategy Used As A Tool For Building Customer Satisfaction In The Retail Sector". *JEL Classification: M31*.
- Martins, M., & Monroe, K. B. 2007. Perceived price fairness: A new look at an old construct. *Advances in consumer research*, 21, 75-90.
- Mittal, V. and Lassar, W.A. 1998. "Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating The Moderating Effect of Customer Characteristics", *Journal of Marketing Research*, Vol. 38, February, pp.131-42
- Mega, Setiawati. 2013. "Pengaruh Penetapan Biaya, Fasilitas, dan Kualitas Pelayanan Terhadap Kepuasan Keluarga Pasien Yang Dirawat Inap di

Intensive Care Unit (ICU) RSUD Ajibarang dan WOM”, Tesis Pascasarjana Universitas Jendral Soedirman, Purwokerto.

Moenir, AS. 2007. *Manajemen Pelayanan Umum di Indonesia*. Bumi Aksara. Jakarta

Mowen, J.C., & Minor, M.S. 2001. *Consumer Behavior: A Framework*. Englewood Cliffs, New Jersey: Prentice-Hall.

Munnukka Juha. 2008. “Customers' purchase intentions as a reflection of price”. *Journal of Product & Brand Management*. Vol. 17 Iss: 3 pp. 188 – 196.

Munusamy Jayaraman, Shankar Chelliah and Hor Wai Mun. 2010. “Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia”, *International Journal of Innovation, Management and Technology*. Vol. 1, No. 4.

Oliver, R. L. “A cognitive model of the antecedents and consequences of satisfaction decisions”. *Journal of Marketing Research*. 1980. No. 17, 460-469.

Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Singapore: McGraw-Hill.

Parasuraman, A., Zeithaml, V.A., Berry, L.L., “A conceptual model of service quality and its implications for future research”, *Journal of Marketing*. 43, Fall, 1985, pp. 41-50.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. 1988. “A multiple-item scale for measuring consumer perceptions of service quality”, *Journal of Retailing*. Vol. 64 No. 1, pp. 12-40.

Parasuraman, A., Berry, L.L. and Zeithaml, V.A. 1991b. “Refinement and reassessment of SERVQUAL scale”, *Journal of Retailing*. Vol. 67 No. 4, pp. 420-50.

Parasuraman, A., Berry, L.L. and Zeithaml, V.A. 1993. “More on improving service quality measurement”, *Journal of Retailing*. Vol. 69, Spring, pp. 140-7.

Rajeev Batra and Indrajit Sinha. 2000. Consumer-level factors moderating the success of private label brands. *Journal of Retailing*. 76(2), 175-192.

Riley Stuart. 1995. “Marketing Definition”. *Department of Marketing at Lancaster University*. 29th.

- Ryan, M.J., Rayner, R., & Morris, A., 1999, "Diagnosing Customer Loyalty Drivers", *Marketing Research*, Summer.
- Selnes, Fred, 1993, "An Examination the Effect of Product Performance on Brabd Reputation, Satisfaction and Loyalty", *European Journal of Marketing*, vol. 27, no. 9, p.19-35.
- Shoemaker, S., and R. C. Lewis (1999). "Customer Loyalty: The Future of Hospitality Marketing." *International Journal of Hospitality Management*, 18 (4): 345–70.
- Soemirat S. dan Andrianto . 2007. Citra Perusahaan. Seri Manajemen Pemasara. www.e-iman.uni.cc.
- Spreng, R.A., MacKenzie, S.B. and Olshavsky, R.W. (1996), "A reexamination of the determinants of consumer satisfaction", *Journal of Marketing*, Vol. 60, July, pp. 15-32.
- Stanton, W.J., M.J. Etzel, and B.J. Walker. 2004. *Fundamentals of Marketing. Tenth edition*. MCGraw-Hill Inc., New York.
- Suki, Mohd. Norazah. 2012. "Examining Hotel Service Quality Elements Effects on Overall Tourists Satisfaction" *European Journal of Social Sciences* Vol.30 No.4 (2012), pp. 646-653.
- Tjiptono, Fandy. 2001. *Strategi Pemasaran. Edisi Pertama*. Andi Offset. Yogyakarta.
- Tjiptono, Fandy. 2006. *Strategi Pemasaran. Edisi Ketiga*. Andi Offset. Yogyakarta.
- Virvilaite, Regina; Violeta Saladiene, Dalius Skindaras.2009. "The Relationship Between Price and Loyalty in Services Industry. ISSN 1392 -2785 *Inzinerine Ekonomika-Engineering Economics*(3). 2009.
- Voss, G.B., Parasuraman, A. and Grewal, D. 1998. "The role of price, performance and expectations in determining satisfaction in service exchanges", *Journal of Marketing*. Vol. 62, October, pp. 46-61.
- Wang I-Ming. 2006. "The relationship between service quality and customer satisfaction: the example of CJCUC library". *Journal of Information & Optimization Sciences*. Vol. 27, No. 1, pp. 193–209.

- Yeung, Iris M. H., and Stephen C. H. Leung. 2010. "Relationships among Service Quality, Value, Customer Satisfaction and Loyalty in a Hong Kong Harbour Cruise Company" *Management Sciences Journal* Vol. 1 No. 1, 2010, pp: 1-14.
- Yu-Te Tu, Shean-Yuh Lin, Yu-Yi Chang. 2011. "Relationships among Service Quality, Customer Satisfaction and Customer Loyalty in Chain Restaurant". *Information Management and Business Review*. Vol. 3, No. 5, pp. 270-279.
- Zeithmal VA. 1996. "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence". *Journal of Marketing*. 52(July), 2-22.
- Zeithmal VA. 1988. "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence". *Journal of Marketing*. 52(July), 2-22.

