

## DAFTAR PUSTAKA

- Arikunto. 2005. Manajemen Penelitian. Rineka Cipta : Jakarta.
- Azwar, Saifudin. 2003. *Reabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar
- Colgate M . dan Lang 2001 *Switching barriers in Consumers Marekts : An investigation of the Financial Service Industry*, Journal of Consumer Marketing, 18 (4),323-347.
- Crompton, J.L. dan Duray, N.A. 1985 . An investigation of the relative efficacy of four alternative approaches to importance-performance analysis . Journal of the Academy of Marketing Science
- Cronin, J.J., Brady, M.K. and Hult, G.T.M. (2000), Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments”, Journal of Retailing, Vol. 76 No. 2, pp. 193-218.
- Dick, A. S dan Basu, K,. 1994 , Costumer Loyalty: Toward an Intergrated Coceptual Framework, Journal of the Academy of marketing scirnce, 22, 99-133.
- Fornell,C., 1992, *A National CustomerSatisfacion Baromete: The Swedish Experience* Journal of Marketing, 56, 6-21
- Gerpott, T., Rams, W., dan Schindler,A., 2001, Customer Retwntion,Loyalty, and Satisfaction in German Mobile Cellular Telecommunications Market Telecommunication Policy, 25 (4), 249-269
- Ghozali, Imam. 2005. *Analisis Multivariat Dengan Program SPSS*”. Edisi ke-3. Badan Penerbit UNDIP Semarang
- Handoko.2002. Manajemen Pemasaran. Badan penerbit IPWI. Jakarta.
- I. Safi'i, “Klasifikasi Atribut Pelayanan Mobile Banking dengan Kano Model Berdasarkan Dimensi E-Servqual,” *J. Sist. dan Manaj. Ind.*, vol. 2, no. 2, p. 77, 2018.
- Jones Tim, Gavin L., Fox, 2010. Service Customer Comitment ann Response. , 24/1 (2010) 16- 28.
- Kotler dan Amstrong. 2012. Manajemen Pemasaran. Penerbit Indeks: Jakarta
- Kotler , Philip, 1997, *dasae-dasar pmasaran* , alih bahasa Drs. Alexander Sindoro,Prenhalindo, Jakarta.

- Lee, M., dan Cuningham, L. F., 2001, A Cost/Benefit Approach to Understanding Service Loyalty, *Journal of Services Marketing*, 55(2). 113-130
- Lubis, M. S. (2013). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Arumas Hotel Lubuk Sikaping. *e-Jurnal Apresiasi Ekonomi*, Vol. 1(No. 2),77- ()
- M. Azka Harish, Dwi Novirani, Hari Adianto., 2014, *Usulan Perbaikan Kualitas Pelayanan Menggunakan Dimensi Banking Service Quality dengan Metode Service Quality (Studi Kasus Di Bank "X")\**., Bandung Jurusan Institut Teknologi Nasional (Itenas).
- Parasuraman, A., V. A. Zeithaml, dan L.L. Berry, 1988, *SERVQUAL: A Multiple Item Scale for Measuring Customer Perceptions of Service Quality*, *Journal of Retailing*, Vol. 64
- Sekaran, dan Bougie, (2013). Edisi 5, *Research Methods for Business: A skill Building Approach*. New York: John wiley@Sons
- Sekaran, Uma. (2006). *Research Methods For Business Metodologi Penelitian Untuk Bisnis Buku 2 Edisi 4*. Jakarta: Salemba Empat.
- Siswoyo, D., 2007. *Ilmu Pendidikan*. Yogyakarta: UNY Press.
- Supriatin, A.N. 2009. Analisis Kepuasan Konsumen Berdasarkan Variabel Fasilitas, Harga, Dan Citra Perusahaan (Studi Kasus Tmbookstore Depok). *Jurnal Ekonomi Manajemen* 1(1) : 5.85
- Syahri Alfi Lubis dan Nur Rahmah Andayani., 2017, *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Sucofindo di Batam*, *Journal of Business Administration Vol 1, No 2, September 2017, hlm 323-343; e-ISSN: 2548-9999*
- Tjiptono, Fandy, 2008. *Service Management*. Andi Offset, Yogyakarta.
- Tjiptono, Fandy dan Gregorius Chandra. 2011. *Service Quality and Satisfaction* (edisi 3). Yogyakarta. Andi
- Tse and Wilton, "Models of Consumer Satisfaction Formation: An Extension" *Journal of Marketing Research*, vol. 25, pp. 204–212, 1988.
- Wijaya Roni, 2017, *analisis kepuasan pelanggan dengan metode Servqual dan peningkatan performa pelayanan Dengan importance-performance analysis (ipa) di cv. Erdy service surabaya*, Kota Surabaya, Fakultas Teknik, Universitas 17 Agustus 1945 Surabaya.
- Zeithaml, V.A., Leonard L.B., and Parasuraman. 1990. *Delivering Quality Service*, NewYork, Collier Macmilan Publishers. London.