

DAFTAR PUSTAKA

Adiatu Hardjanti, dkk., 2014. "Pengaruh *Customer Service Quality, Customer Satisfaction, Customer Trust* dan *Switching Barriers* Terhadap *Customer Retention*" Jurnal Penelitian

Ali Hasan, 2009, *Marketing*, Yogyakarta : MedPress (Anggota IKAPI)

Amalia dinna, Hardjanti adianti. 2014. *Pengaruh customer service quality, customer perceived value, customer satisfaction, customer trust dan switching barriers terhadap customer retention: Fakultas ekonomi universitas trisakti*. Jakarta

Amalia dinna, Hardjanti adianti. 2014. Pengaruh customer service quality, customer perceived value, customer satisfaction, customer trust dan switching barriers terhadap customer retention: *Fakultas ekonomi universitas trisakti*. Jakarta

Anwar Sanusi, 2011, *Metode Penelitian Bisnis*, Salemba Empat, Jakarta

Andriani S. Sunarto. 2009. Hubungan Kualitas Pelayanan Kesehatan Dengan Kepuasan Pasien Rawat Inap di Badan Pelayanan Kesehatan Rumah Sakit Umum Daerah Kabupaten Magelang. Volume. 2 (1) 71-79.

Bambang Supomo dan Nur Indriantoro, 2002, *Metodologi Penelitian Bisnis*, Cetakan Kedua, Yogyakarta; Penerbit BFEE UGM.

Basu Swasta, Dharmesta dan Irawan, (2008) *Manajemen Pemasaran Modern*, Liberty, Yogyakarta.

Buttle, Francis. 2004. *Customer relationship Management Concept and Tools*. Elsevier Ltd.

Danesh et, al. 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.

- Fandy, Tjiptono. 2014. *Pemasaran Jasa*. Andi : Yogyakarta
- Fornell, C. (1992) A National Customer Satisfaction Barometer: *The Swedish Experience*. *Journal of Marketing*, Vol. 56.
- Griffin, Jill. 2003. *Customer Loyalty : Menumbuhkan Dan Mempertahankan Pelanggan*. Penerbit Erlangga. Jakarta
- Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang:
Badan Penerbit Universitas Diponegoro.
- Kotler, Armstrong. 2006. *Prinsip-Prinsip Pemasaran*. Erlangga.
- Kotler, Philip Dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 13 Jilid satu. Erlangga : Jakarta
- Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga
- Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa Berbasis Kompetensi* (Edisi 3). Jakarta: Salemba Empat.
- Nasution M.N., 2010. *Manajemen Mutu Terpadu (Total Quality Manajement)*, Ghalia Indonesia, Jakarta.
- Ranaweera dan Prabhu (2003). The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. Pg. 374.
- Ranaweera, Chatura, Jaideep Prabhu. (2003). The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting
- Saragih, Ruben Marty Theofilus., et. al. 2015. Pengaruh Kualitas Pelayanan terhadap Citra Perusahaan dan Kepuasan Pelanggan (Survei Pada Wisatawan Taman Rekreasi Selecta Batu). *Jurnal Administrasi Bisnis (JAB)*/Vol. 24 No.2 Juli 2015/
administrasibisnis.studentjournal.ub.ac.id. Hal. 1-4.

Sarwar, M. Z., Kashif, S. A., & Pervaiz, S. (2012). The Effect of Customer Trust on Customer Loyalty and Customer Retention: A Moderating Role of Cause Related Marketing. *Global Journal of Management and Business Research*, 12(6).

Sugiyono. 2006. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.

Sunarto, 2004. Prinsip-Prinsip peemasaran. Edisi kedua, penerbit amus, Yogyakarta & UST press, Yogyakarta

Yin, Yee and T.M. Faziharudean.2010. Factors Affecting Customer Loyalty of Using Internet Banking in Malaysia. *Journal of Electronic Banking Systems Faculty of Business and Accountancy*. University of Malaya