

DAFTAR PUSTAKA

- Bo bergman., & Klefsjo, Bengt, 1994, *Quality from Customer Needs to Customer Satisfaction*, Sweden : Mc Graw Hill.
- Brady, M., & Cronin, J., 2001. "Some new thoughts on conceptualizing perceived service quality: A hierarchical approach", *Journal of Marketing*, vol. 65, no. 3, pp. 34-49.
- De Ruyter, K.D., Bloemer, J., & Peeters, P., 1997, "Merging service quality and service satisfaction: An empirical test of an integrative model", *Journal of Economic Psychology*, 18, 387–406.
- Fandy Tjiptono, 1997, *Total Quality Service*, Yogyakarta, Andi offset.
- _____, 2004, *Pemasaran Jasa*, Malang: Bayumedia Publishing.
- Ferrinadewi, Erna dan Panjta Djati., 2004, "Upaya Mencapai Loyalitas Konsumen dalam Perspektif Sumber Daya Manusia", *Jurnal Manajemen dan Kewirausahaan*, Vol. 6, Maret, pp. 15-26.
- Gronroos, C., 2000, *Service Management and Marketing, A Customer Relationship Management Approach* (2nd ed). West Sussex: Chichester.
- Hennig-Thurau, T. and Klee, A., 1997. "The impact of customer satisfaction and relationship quality on customer retention – A critical reassessment and model development", *Psychology and Marketing*, Vol. 14.
- Hermawan Kartajaya., 2003, *Marketing In Venus*. Jakarta: Gramedia Pustaka Utama
- Jalaludin Rahmat. 2000. *Metode Penelitian Komunikasi*. Jakarta : Erlangga
- Kotler. Philip. 1997. *Manajemen Pemasaran. : Analisa, Perencanaan, Implikasi dan Kontrol*, Jilid I. PT Prenhallindo, Jakarta.
- Kotler, Philip and Kevin Lane Keller, 2006. *Marketing Management*, twelfth edition, New Jersey: Pearson Education, Inc.
- Lau, G.T., & Lee, S.H., 1999, "Consumers trust in a brand and the link to brand loyalty", *Journal of Market-Focused Management*, 4(4), 341-370
- Maharsi, Sri dan Fenny. (2006). *Analisa Faktor-Faktor Yang Mempengaruhi Kepercayaan Dan Pengaruh Kepercayaan Terhadap Loyalitas*

- Pengguna Internet Banking Di Surabaya. *Jurnal Akuntansi dan Keuangan*, Vol 8, No 1. pp35-51. Universitas Kristen Petra, Surabaya
- Nasir, M., 2003, *Metode Penelitian*, Jakarta, Ghalia Indonesia.
- Nor Asiah Omar¹, Muhamad Azrin Nazri, Nor Khalidah Abu, Zoharah Omar, 2009, "Parents' Perceived Service Quality, Satisfaction and Trust of a Childcare Centre: Implication on Loyalty", *International Review of Business Research Papers*, Vol. 5 No. 5
- Parasuraman, A. A. Zeithaml, V., and L. Berry, L., 1985, "Problems and Strategies in Services Marketing". *Jurnal of Marketing* Vol. 49. (Spring).
- Singarimbun dan Effendi . 1995. *Metode Penelitian Survei*. LP3ES. Jakarta.
- Stanton, William J, 2002. *Fundamentals of Marketing*, 10th Edition, Singapore: Mc Graw-Hill International.
- Sugiyono. 2001., *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- _____. 2007. "*Metode Penelitian Kuantitatif Kualitatif dan R&D*". Bandung: Alfabeta.
- Suhardi, Gunarto. (2006). Faktor-faktor yang Mempengaruhi Kepercayaan dan Loyalitas Nasabah Perbankan di Surabaya. *Jurnal Kinerja*, Volume 10, No.1, Th. 2006, pp50-56. Universitas Atma Jaya Yogyakarta
- Supranto, 1998, *Pengukuran Tingkat Kepuasan Pelanggan*, Rinneka Cipta, Jakarta
- Swan, W., McDermot, P., Wood, G., 1999, The Ethical Benefit Of Trust Based Partnering: *The Example Of The Constructin Industry*.
- Swan, W., et al., 2002, Trust In Construction: Achieving Cultural Change, *Centre For Construction Innovation in the North West*. London.
- Taylor S.A., Baker T.L., 1994, "An Assessment of the Relationship between Service Quality and Customer Satisfaction in the Formation of Consumers' Purchase Intentions", *J. Retailing* 70(2): 163 - 178.
- Tjahyadi, R.A., 2006, "Brand Trust Dalam Konteks Loyalitas Merek: Peran karakteristik Merek, Karakteristik Perusahaan Dan Karakteristik Hubungan Pelanggan-Merek", *Jurnal Manajemen*, Vol. 6, No.1

Zeithaml, V.A. and Bittner. M.J., 2003, *Service Marketing : Integrating Customer Focus Across the Firm*, 3rd edition, New York, Mc Graw Hill.

Zulganef (2002). "Hubungan antara Sikap terhadap Bukti Fisik, proses dan Karyawan dengan Kualitas Keterhubungan serta Perannya dalam Menimbulkan Niat Ulang Membeli dan Loyalitas". *Jurnal Riset Ekonomi dan Manajemen*, Vol.2, No.3 September, pp98-111