



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Achmad Rouzni Noor II (2013). Dalam Detikinet (2013). "Pengguna Pascabayar Masih Bisa Tumbuh 10%". Dalam <http://inet.detik.com/read/2013/01/29/163925/2155419/328/-pengguna-pascabayar-masih-bisa-tumbuh-10-> (diakses 18 Oktober 2013)
- Aditya Panji (2013). Dalam Kompas (2013). "Layanan Seluler "Tanpa Komitmen" Lebih Disukai". Dalam <http://tekno.kompas.com/read/2013/01/30/10382448/Layanan.Seluler.Tanpa.Komitmen.Lebih.Disukai> (diakses 18 Oktober 2013)
- Aditya Panji (2012). Dalam Kompas (2012). "Pelanggan Kartu Halo 2,5 Juta, Simpati Masih Terbanyak". Dalam <http://tekno.kompas.com/read/2012/09/05/18414047/Pelanggan.Kartu.Halo.2.5.Juta.Simpat.Masih.Terbanyak> (diakses 18 Oktober 2013)
- Aditya Panji (2013). Dalam Kompas (2013). "Pelanggan Pascabayar Telkomsel Turun". Dalam <http://tekno.kompas.com/read/2013/06/25/09581818/Pelanggan.Pascabayar.Telkomsel.Turun> (diakses 18 Oktober 2013)
- American Marketing Association* (2013). "Definition of Marketing". Dalam <http://marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx> (diakses 14 Desember 2013)
- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994), "Customer satisfaction, market share and profitability: findings from Sweden", *Journal of Marketing*, Vol. 58 No. 3, pp. 53-66.
- Anderson, J.C. and Narus, J.A. (1984), "A model of distributor's perspective of distributor-manufacturer working relationships", *Journal of Marketing*, Vol. 48 No. 4, pp. 62-74.
- Beckett, A. (2000), "Strategic and marketing implications of consumer behaviour in financial services", *The Service Industries Journal*, Vol. 20 No. 3, pp. 191-208.
- Bendapudi, Neeli., Berry, Leonard L. (1997). Customers' motivations for maintaining relationships with service providers. *Journal of Retailing*, Vol 73(1), pp. 15-37

- Beritasatu (2013). “Wujudkan 136 Juta Pelanggan, Telkomsel Bangun 15.000 BTS Baru”. Dalam <http://www.beritasatu.com/industri-perdagangan/100556-wujudkan-136-juta-pelanggan-telkomsel-bangun-15000-bts-baru.html> (diakses 18 Oktober 2013)
- Bisnis.com (2013). “INDOSAT: Incar 1 juta pelanggan, penjualan Matrix digenjot”. Dalam <http://www.bisnis.com/m/indosat-incar-1-juta-pelanggan-penjualan-matrix-digenjot> (diakses 18 Oktober 2013)
- Bloemer, Josè M.M., Kasper. Hans D.P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology* 16 (1995) 311-329
- Bolton, Ruth N;Lemon, Katherine N. (1999). A dynamic model of customers' usage of services: Usage as an antecedent and consequence of satisfaction. *Journal of Marketing Research*; 36, 2; ABI/INFORM Research pg. 171
- Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A. (1993), “A dynamic process model of service quality: from expectations to behavioral intentions”, *Journal of Marketing Research*, Vol. 30 No. 1, pp. 7-27.
- Brannick, Teresa; de Burca, Sean.; Fynes, Brian; Roche, Evelyn; Ennis, Sean. (2002). Service management practice-performance model : A focus on training and listening practices. *Journal of European Industrial Training*; 26; 8/9; ABI/INFORM Research
- Colgate, Mark;Lang, Bodo. (2001). Switching barriers in consumer markets: An investigation of the financial services industry. *The Journal of Consumer Marketing*; 18, 4/5; ABI/INFORM Research pg. 332
- Corry Anestia (2012). Dalam *Indonesia Finance Today* (2012). “Telkomsel Targetkan 300 Ribu Pelanggan Baru dari Pascabayar”. Dalam [HTTP://WWW.INDONESIAFINANCETODAY.COM/READ/29322/TELKOMSSEL-TARGETKAN-300-RIBU-PELANGGAN-BARU-DARI-PASCABAYAR](http://www.indonesiainancetoday.com/read/29322/telkomsel-targetkan-300-ribu-pelanggan-baru-dari-pascabayar) (diakses 18 Oktober 2013)
- Crosby, Lawrence A;Evans, Kenneth R;Cowles, Deborah. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*; 54, 3; ABI/INFORM Research pg. 68
- Dick, A.S. and Basu, K. (1994), “Customer loyalty: toward an integrated conceptual framework”, *Journal of the Academy of Marketing Science*, Vol. 22 No. 2, pp. 99-113.

- Estelami, H. and DeMaeyer, P. (2002), "An exploratory study of customer reactions to service provider over- generosity", *Journal of Service Research*, Vol. 4 No. 3, pp. 205-17.
- Fishman, Arthur., Robb, Rafael. (2003). Consumer inertia, firm growth and industry dynamic. *Journal of Economic Theory* 109 (2003) 24–38
- Gounaris, S. and Stathakopoulos, V. (2004), "Antecedents and consequences of brand loyalty: an empirical study", *Journal of Brand Management*, Vol. 11 No. 4, pp. 283-306.
- Gupta, Sachin;Chintagunta, Pradeep;Kaul, Anil;Wittink, Dick R. (1996). Do household scanner data provide representative inferences from Brand Choices : A Comparison With Stroke Data. *Journal of Marketing Research*; 33, 4; ABI/INFORM Research pg. 383
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), "Customer repurchase intention: a general structural equation model", *European Journal of Marketing*, Vol. 37 Nos 11/12, pp. 1762-800.
- Henriques, Sara. (2009). The differential effects of switching costs and attractiveness of alternatives on customer loyalty. Instituto Superior de Estatística e Gestão de Informação
- Hoffman, K.D., Kelley, S.W. and Rotalsky, H.M. (1995), "Tracking service failures and employee recovery efforts", *Journal of Services Marketing*, Vol. 9 No. 2, pp. 49-61.
- Huang, M.H. and Yu, S. (1999), "Are customers inherently or situationally brand-loyal? A set intercorrelation account for conscious brand loyalty and non-conscious inertia", *Psychology and Marketing*, Vol. 16 No. 6, pp. 523-44.
- Jamal, (2004) dalam Molina, Arturo; Consuegra, David Marti'n; Esteban, A'gueda. (2007). Relational benefits and customer satisfaction in retail banking. *International Journal of Bank Marketing* Vol. 25 No. 4, 2007 pp. 253-271
- Johnston, R. (1995), "The zone of tolerance: exploring the relationship between service transactions and satisfaction with the overall service", *International Journal of Service Industry Management*, Vol. 6 No. 2, pp. 46-61.
- Jones, Michael A., Mothersbaugh, David L., Beatty, Sharon E. (2000). Dalam Chiu et al., (2013). Switching Barriers and Repurchase Intentions in Services. *Journal of Retailing*, Vol 76 (2) pp. 259-274

- Kompas.com (2010). "Simpati dan KartuHalo Pertahankan Top Brand Award".
 Dalam
<http://bisniskeuangan.kompas.com/read/2010/02/10/21273984/Simpatidankartuhalo.pertahankan.top.brand.award>. (diakses 18 Oktober 2013)
- Kotler, Philip; Armstrong, Gary. (2010). *Principles of Marketing* (Thirteenth Edition). USA : Pearson Education Inc.
- Kotler, Philip; Keller, Kevin Lane. (2006). *Marketing Management* 12e. USA : Pearson Education Inc.
- Lee, M. and Cunningham, L.F. (2001), "A cost/benefit approach to understanding service loyalty", *Journal of Services Marketing*, Vol. 15 No. 2, pp. 113-30.
- Lee, Richard., Neale, Larry. (2012). Interactions and consequences of inertia and switching costs. *Journal of Services Marketing* 26/5, pp. 365–374
- Liljander, Veroniva., Roos, Inger. (2002). Customer-relationship levels- from spurious to true relationship. *Journal of Services Marketing*, Vol 16 No. 7, pp. 593-614
- Lovelock, Christopher., Wirtz, Jochen. (2011). *Services Marketing*. Pearson Education Inc.
- Metronews (2013). "Telkomsel Borong Empat Penghargaan Top Brand Award 2013".
 Dalam
<http://www.metrotvnews.com/teknoread/2013/02/07/71/129273/Telkomsel-Borong-Empat-Penghargaan-Top-Brand-Award-2013> (diakses 18 Oktober 2013)
- Mittal, Banwari., Lassar, Walfried M. (1998). Why do customer switch? The dynamics of satisfaction versus loyalty. *The journal of services marketing*, Vol 12 No.3, pp. 177-194
- Molina, Arturo., Consuegra, David Marti ´n., Esteban, A ´gueda. (2007). Relational benefits and customer satisfaction in retail banking. *International Journal of Bank Marketing* Vol. 25 No. 4, 2007 pp. 253-271
- Oliver, Richard L. (2010). *Satisfaction : A Behavioral Perspective on the Consumer*. New York : M. E. Sharpe, Inc.
- Oliver, Richard L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*; 17, 000004; ABI/INFORM Research pg. 460

- Oliver, R.L. (1999), "Whence customer loyalty?", *Journal of Marketing*, Vol. 63, pp. 33-44.
- Oliver, R.L., Rust, R.T. and Varki, S. (1997), "Customer delight: foundations, findings, and managerial insight", *Journal of Retailing*, Vol. 73 No. 3, pp. 311-36.
- O'Loughlin, Deirdre;Szmigin, Isabelle;Turnbull, Peter. (2004). From relationships to experiences in retail financial services. *The International Journal of Bank Marketing*; 22, 6/7; ABI/INFORM Research pg. 522
- Parasuraman, A., Berry, L.L. and Zeithaml, V.A. (1991), "Understanding customer expectations of service", *Sloan Management Review*, Vol. 32 No. 3, pp. 39-48.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994), "Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria", *Journal of Retailing*, Vol. 70 No. 3, pp. 201-30
- Ping, Robert A, Jr. (1993) The effects of satisfaction and structural constraints on retailer exiting, voice, loyalty, opportunism, and neglect. *Journal of Retailing*; 69, 3; ABI/INFORM Research pg. 32
- Pitta, D., Franzak, F. and Fowler, D. (2006), "A strategic approach to building online customer loyalty: integrating customer profitability tiers", *Journal of Consumer Marketing*, Vol. 23 No. 7, pp. 421-9
- Power, John; Whelan, Susan; Davies, Gary. (2008). The attractiveness and connectedness of ruthless brands: the role of trust. *European Journal of Marketing* Vol. 42 No. 5/6, 2008 pp. 586-602
- Ranaweera, Chatura;Neely, Andy. (2003). Best student paper: Some moderating effects on the service quality-customer retention link. *International Journal of Operations & Production Management*; 23, 2; ABI/INFORM Research pg. 230
- Republika (2011). Simpati dan KartuHalo Raih Top Brand 12 Kali Berturut-turut. (diunduh 18 Oktober 2013)
- Rusbult, Caryl E;Farrell, Dan;Rogers, Glen;Mainous, Arch G, III. (1988). Impact Of Exchange Variables On Exit, Voice, Loyalty, And Neglect: An Integrative Moedl Of Responses To Declining Job Satisfaction. *Academy of Management Journal*; 31, 3; ABI/INFORM Research pg. 599

- Schneider, Benjamin; White, Susan S. (2004). *Service Quality : Research Perspectives*. USA : Sage Publications, Inc.
- Seetharaman, P.B., Chintagunta, Pradeep. (1998). A model of inertia and variety-seeking with marketing variables. *Intern Journal of Research in Marketing* 15 I-17
- Sharma, Neeru., Patterson, Paul G. (2000). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, Vol. 11 No. 5, 2000, pp. 470-490.
- Sheth, N.J. and Parvatiyar, A. (1995), "Relationship marketing in consumer markets: antecedents and consequences", *Journal of the Academy of Marketing Science*, Vol. 23 No. 4, pp. 255-71.
- Susetyo Dwi Prihadi (2012). Dalam detikinet (2012). "Seluler Pascabayar Kok Gak Populer?". Dalam <http://inet.detik.com/read/2012/06/29/170643/1954248/328/seluler-pascabayar-kok-gak-populer> (diakses 18 Oktober 2013)
- Telkom (2013). "Diskon Rp 500.000 Bagi Pelanggan KartuHalo – Telkomsel Buka Pembelian Online BBZ10". Dalam <http://www.telkom.co.id/diskon-rp-500-000-bagi-pelanggan-kartuhalo-telkomsel-buka-pembelian-online-bbz10-2.html> (diakses 18 Oktober 2013)
- Verhoef, P.C. (2003), "Understanding the effect of customer relationship management efforts on customer retention and customer share development", *Journal of Marketing*, Vol. 67 No. 4, pp. 30-45.
- Walker, Jim;Baker, Julie. (2000). An exploratory study of a multi-expectation framework for services. *Journal of Service Marketing* VOL. 14 NO. 5 2000, Pp. 411-431, # MCB University Press, 0887-6045
- Wathne, Kenneth H;Biong, Harald;Heide, Jan B. (2001). Choice of supplier in embedded markets: Relationship and marketing program effects *Journal of Marketing*; 65, 2; ABI/INFORM Research pg. 54
- Weun, S., Beatty, S.E. and Jones, M.A. (2004), "The impact of service failure severity on service recovery evaluations and post-recovery relationships", *Journal of Services Marketing*, Vol. 18 No. 2, pp. 133-46.

- Wieringa, J.E. and Verhoef, P.C. (2007), "Understanding customer switching behavior in a liberalizing service market: an exploratory study", *Journal of Service Research*, Vol. 10 No. 2, pp. 174-86.
- Wood, J.A. (2008), "The effect of buyers' perceptions of environmental uncertainty on satisfaction and loyalty", *Journal of Marketing Theory and Practice*, Vol. 16 No. 4, pp. 309-20.
- Wu, L.-W. (2011). Inertia: Spurious Loyalty or Action Loyalty? *Asia Pacific Management Review* 16(1) (2011) 31-50
- Wu, L.-W. (2011). Satisfaction, inertia, and customer loyalty in the varying levels of the zone of tolerance and alternative attractiveness. *Journal of Services Marketing* 25/5, pp. 310–322
- Yanamandram, V. and White, L. (2006), "Switching barriers in business-to-business services: a qualitative study", *International Journal of Service Industry Management*, Vol. 17 No. 2, pp. 158-92.
- Yap, Kenneth B., Sweeney, Jillian C. (2007). Zone-of-tolerance moderates the service quality-outcome relationship. *Journal of Services Marketing* 21/2, pp. 137–148
- Ye, G. (2005), "The locus effect on inertia equity", *Journal of Product & Brand Management*, Vol. 14 No. 3, pp. 206-10.
- Yim, Chi Kin; Chan, Kimmy Wa; Hung, Kineta. (2007). Multiple References Effects in Service Evaluations: Roles of Alternative Attractiveness and Self-image Congruity. *Journal of Retailing* 83 (1, 2007) 147-157
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.