



### **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

- Adamson, Christopher. 2006. *Mastering Data Warehouse Aggregates*. Wiley Publishing, Inc.
- Anderson, Ron. 2004. *Continental Airlines Flies High With Real-Time Business Intelligence*. MIS Quarterly Executive Vol. 3 No. 4. University Of Minnesota.
- Connolly, Thomas. 2005. *Database Systems A Practical Approach to Design, Implementation, and Management 4th ed*. Addison Wessley.
- Emch, Adrian. 2007. *Frequent Flyer Programs Under Article 82 EC – Is The Sky the Only Limit?*. World Competition, Vol. 4. Kluwer Law International.
- Few, Stephen. 2004. *Dashboard Confusion*.  
<http://www.informationweek.com/news/software/bi/18300136?queryText=stephen+few+dashboard>
- Gustavsson, Sara. 2005. *Customer Loyalty*. Thesis: Lulea University of Technology.
- Inmon, William H. 2005. *Building the Data Warehouse*. Wiley.
- Khokhar, Shahid Zaman. 2011. *Only customer satisfaction and customer loyalty is not enough: A study of Pakistan's telecom sector*. African Journal of Business Management Vol. 5(24): 10176-10181. Academic Journals.
- Kimball, Ralph. 2002. *The Data Warehouse Toolkit*. Wiley Publishing, Inc.
- Kimball, Ralph. 2004. *The Data Warehouse ETL Toolkit*. Wiley Publishing, Inc.

- Loshin, David. 2003. *Business Intelligence The Savvy Manager's Guide*. Morgan Kaufmann Publishers.
- Ponniah, Paulraj. 2001. *Data Warehousing Fundamentals: A Comprehensive Guide for IT Professionals*. John Wiley & Sons, Inc.
- Rundle, Sharyn. 2007. *Loyalty in wine retailing: a multi-dimensional model*. Internat. Griffith University.
- SAP. 2006. *SAP Course Handbook: BW 310 Data Warehousing*. SAP AG.
- Shahzad, Muhammad Ahmad. *Data Warehousing With Oracle*. Oracular, Inc.
- Stackowiak, Robert. 2007. *Oracle Data Warehousing and Business Intelligence Solutions*. Wiley Publishing, Inc.
- Utomo, Priyanto Doyo. 2006. Analisis Terhadap Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Operator Telepon Seluler. Thesis: Universitas Gadjah Mada.
- Wijaya, Serli. 2005. *The Effect Of Loyalty Programs On Customer Loyalty In The Hospitality Industry* . Jurnal Manajemen Perhotelan, Vol. 1, No. 1: 24-31. Universitas Kristen Petra.
- Yang, Zhilin. 2004. *Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs*. Psychology & Marketing, Vol. 21(10): 799-822. Wiley Periodicals, Inc.