



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

- Aaker, D.A., Kumar V., Day, G.S., dan Leone, R.P. (2011). *Marketing research*. 10th Ed. John Wiley & Sons (Asia) Pte Ltd.
- Anderson, Eugene W. (1998). Customer Satisfaction and Word-of-Mouth. *Journal of Service Research*, 1 (1), 5-17.
- Christensen, L.B., Johnson, R.B., dan Turner L.A., (2011). *Research Methods, Design and Analysis*. Pearson
- Cooper, D.R., dan P.S. Schindler., (2001). *Business Research Methods*. McGraw-Hill.
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit UNDIP.
- Ghozali, Imam. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*, Edisi Keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, Joseph F, William C. Black, Barry J. Babin, Rolph Anderson, Ronald L.Tatham. (2006). *Multivariate Data Analysis, 6th edition*, New Jersey: Pearson Prentice Hall International
- Harrison-Walker, L.J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. *Journal of Service Research*, 4, 60-75.
- Kotler, Philip. (1997). *Manajemen pemasaran: Analisis perencanaan Implementasi dan Kontrol*. Jilid I Dan Jilid II, PT Prehalindo. Jakarta
- Kotler, Philip. (2000). *Manajemen Pemasaran*. Jakarta: PT Prehallindo.

- Kotler, Philip, and Gary Amstrong. (2010). *Principles of Marketing*. New Jersey: Pearson Prentice Hall Inc.
- Lovelock, Christopher dan Wright L.K. (1999). *Principles of Service Marketing and Management*. New Jersey: Pearson Prentice Hall Inc.
- Malhotra, N. dan Peterson, M.,(2006). *Basic Marketing Research*, New Jersey: Pearson Education.
- Parasuraman, A; Valerie.A Zeithaml; Leonard L. Berry. (1988). Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, Vol.64 No.1 Spring 1988.
- Perreault, W.D., Cannon, J.P., dan McCarthy, E.J., (2009). *Basic Marketing: A Marketing Strategy Planning Approach.*, New York: McGraw-Hill/Irwin.
- Rangkuti, Fredy. (2002). *Teknik Mengukur Dan Strategi Meningkatkan Kepuasan Pelanggan Dan Analisis Kasus PLN-JP*. PT. Gramedia Pustaka Utama, Jakarta.
- Saha, Gour.C. dan Theingi. (2009). Service Quality, Satisfaction, and Behavioural Intentions : A study of low-cost airline carriers in Thailand. *Managing Service Quality*. Vol. 19 No. 3, pp. 350-372.
- Sarjono, H. dan Julianita, W. (2011). *SPSS vs LISREL: Sebuah Pengantar, Aplikasi untuk Riset*. Jakarta: Penerbit Salemba Empat.
- Schiffman, Leon.G dan Leslie Lazar Kanuk. (2007). *Consumer Behavior*. New Jersey: Pearson Prentice Hall Inc.
- Sugiyono. (2011). *Metode Penelitian Kombinasi (Mixed Methods)*, Bandung: Penerbit Alfabeta.
- Tjiptono, Fandy. (2007). *Pemasaran Jasa*. Malang: Penerbit Bayumedia.

Wijanto, S.H. (2008). *Structural Equation Modeling dengan LISREL 8.8: Konsep dan Tutorial*. Yogyakarta: Penerbit Graha Ilmu.

Sumber Website:

www.indonesiainancetoday.com

www.kompas.com

www.tribunnews.com

The logo of Universitas Murang Manunggal (UMMN) is displayed. It features a large, light blue circular emblem containing a stylized white building with several square windows. Below the emblem, the letters 'UMMN' are written in a bold, light blue, sans-serif font.