

DAFTAR PUSTAKA

- Armstrong, Gary and Philip Kotler, *Marketing An Introduction Twelfth Edition*, New Jersey: Pearson, 2015
- Bell, Chip R, Ron Zemke and Dave Zielinski, *Managing Knock Your Socks Off Service Second Edition Revision*. Amerika: AMACOM, 2007.
- Brink, Anneki and Adele Berndt, *Relationship Marketing & Customer Relationship Management*, Lansdowne: Juta and Co Ltd, 2008.
- Cheung, Sai On, *Trust in Co-operative Contracting in Contruction* , Hongkong: City University of Hongkong, 2007.
- Copulsky, Jonathan R, *Brand Resilience: Managing Risk and Recovery in a High Speed World*, Amerika: Palgrave Macmillan, 2011.
- Djaali dan Pudji Muljono, *Pengukuran Dalam Bidang Pendidikan* , Jakarta:Grasindo, 2008.
- Doligalski, Tymoteusz Doligalski, *Internet Based Customer Value Management: Developing Customer Relationships Online*, Switzerland: Springer, 2015.
- Fitzsimmons, James A, Mona, *Service Management: Operations, Strategy and Information Technology Edition*. Singapore: McGraw Hill Education, 2006.
- Hasan, Ali, *Marketing* , Yogyakarta: Media Presindo, 2009.
- Kadir dan Djaali, *Statistik Penerapan: Konsep, Contoh dan Analisis Data Dengan Program SPSS/Lisrei dalam Penelitian*, Depok, PT Rajagrafindo Persada, 2015.
- Kaufmann, Hans Ruediger and Mohammad Fateh Ali Khan Panni, *Customer-Centrix Marketing Strategies: Tools for Building Organizational Performance*, Harshey: Business Science Reference, 2013.
- Kotler, Phillip and Kevin Lane Keller, *Manajemen Pemasaran, Edisi Kedua Belas Jilid 1*, Indonesia: PT Indeks, 2007.

- Levy, Michael and Barton A. Weitz, *Retailing Management Eighth Edition*, USA: McGraw-Hill, 2012.
- Nemati, H. R. *Security and Privacy Assurance in Advancing Techonologies: New Development*, Amerika: IGI Global, 2011.
- Peter, J. Paul and Jerry C. Olson, *Consumer Behavior & Marketing Strategy Ninth Edition*, Singapore: McGraw-Hill Companies, Inc, 2010.
- Rai, Alok Kumar and Medha Srivastava, *Customer Loyalty: Consept, Context, Character*, New Delhi: McGraw Hill Education, 2014.
- Sangadji, Etta Mamang, Sopiah, *Perilaku Konsumen Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Yogyakarta: ANDI, 2013.
- Santoso, Teguh, *Marketing Strategic*, Yogyakarta: Oryza, 2011.
- Siregar, Syofian , *Statistika Deskriptif untuk Penelitian*, Jakarta: Raja Grafindo Persada, 2010.
- Solomon, M. R. *Consumer Behavior Buying, Having and Being Tenth Edition Global Edition*. England: Pearson, 2013.
- Sudjana, *Metoda Statistika*, Bandung : PT. Tarsito, 2005.
- Sugiyono, *Metode Penelitian Bisnis*, Bandung: Alfabeta, 2007.
- _____, *Metode Untuk Penelitian*, Bandung: Alfabeta, 2012.
- Sunder, Vellore K, *Outsourcing and Customer Satisfaction*, Amerika: Xlibris, 2011.
- Tjiptono, Fandy , *Strategi Pemasaran*, Yogyakarta: ANDI, 2008.
- _____, *Service Management Mewujudkan Layanan Prima* , Yogyakarta: ANDI, 2012.
- Troilo, Gabriele , *Marketing InCreative Industries: Value, Experince and Creativity*, United State of Amerika: Palgrave Macmillan, 2015.
- Warren, Paul , John Davies and David Brown, *ICT Futures: Delivering Pervasive, Real Time and Secure Service*. England: John Wiley & Sons Ltd, 2008.

Widjaja, Bernard. T, *Lifestlye Marketing Service: Paradigma Baru Pemasaran Bisnis Jasa dan Lifestyle*. Jakarta: PT. Gramedia Utama, 2009.

Jurnal

Evi Oktaviani Striyanti dengan judul “*Pengaruh Kualitas Layanan, Kepuasan Nasabah dan Citra Bank Terhadap Loyalitas Nasabah Bank Muamalat di Surabaya*”. *Journal of Business and Banking* Volume 2, No. 2. November 2012, pages 171-184 ISSN: 2088-7841.

Ernest Yaw Tweneboah-Koduah and Augustine Yuty Duweh Farley dengan judul “*Relationship between Customer Satisfaction and Customer Loyalty in The retail Banking sector of Ghana*”. *International journal of Business and Management*, Vol.11,2016.ISSN: 1833-3850 E-ISSN: 1833-8119.

Haslinda Hasan, Teo Poh Kiong and Raja Azimah Ainuddin dengan juudul “*Effect of Perceived Value and Trust on Customer Loyalty Towards Foreign Bank in Sabah, Malaysia*”. *Global Journal of Emerging Trends in e-Business, Marketing and consumer Psychology (GJETeMCP) An Online International Research Journal Vol 1 Issue 2 2014* ISSN: 2311-3170.

Wulan Pinotoan denga judul “*Pengaruh E-Banking, Kualitas Pelayanan, Kualitas Komunikasi dan Kepercayaan Terhadap Loyalitas Nasabah pada PT. Bank Mandiri Cabang Manado*”. *Jurnal EMBA* Vol.1 No.4 Desember 2013, Hal. 192-201 ISSN: 2303-1174.

<http://www.tribunnews.com/nasional/2016/10/27/uang-ratusan-nasabah-bri-hilang-misterius-jumlahnya-mencapai-miliaran-rupiah> di akses 28 februari 2017.