

DAFTAR PUSTAKA

- Aditia dan Suhaji, “*Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan pada UD Pandan Wangi Semarang*”, Sekolah Tinggi Ilmu Ekonomi Widya Manggala, 2012. p. 2
- Antari Setiawati, “Studi Kepuasan Pelanggan Untuk Mencapai Loyalitas Pelanggan (Studi Kasus Pada Konsumen Toko Bangunan Bangun Rejeki Semarang)”, Program Magister Universitas Diponegoro Semarang, 2009, p. 16
- Ashis Bhawe, “*Customer Satisfaction Measurement*”, Symphony Technologies, <http://goo.gl/lxw6RS> (diakses tanggal 7 Maret 2015)
- Bisnis.com, “Taksi Online Menjamur, Express Group Tak Tambah Armada”, <http://market.bisnis.com/read/20160602/192/553845/taksi-online-menjamur-express-group-tak-tambah-armada> (Diakses 13 Juni 2016)
- Boone & Kurtz, *Contemporary Management* (United States : Cengage Learning) 2015.
- BPS Provinsi DKI Jakarta, “Statistik Transportasi DKI Jakarta 2015”, 2015.
- Dedy Londong, “Kepuasan Pelanggan (*Customer Satisfaction*)”, <http://goo.gl/YK7Obu> (diakses tanggal 14 Juni 2016)
- Desy Purwanti Atmaja dan Martinus Febrian Adiwinata, “*Pengaruh Produk, Harga, Lokasi Dan Kualitas Layanan Terhadap Keputusan Pembelian di Kopitiam Oey Surabaya*”, p.553
- Dinas Perhubungan, “Data Taksi Reguler dan Taksi Eksekutif DKI Jakarta”, Dinas Perhubungan dan Transportasi, 2015
- Direktorat Jendral Perhubungan Darat, “Masterplan Transportasi Darat”, 2005
- Dwi Priyatno, *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS* (Yogyakarta: Gava Media, 2010)
- Haghighi *et al.*, “*Evaluation of factors affecting customer loyalty in the restaurant industry*”, *African Journal of Business Management*, Vol. 6(14), 2012, p.5042
- Heesup Han, Sunghyup Sean Hyun, *et. all*, *In-Flight Service Performance and Passenger Loyalty: A Cross-National (China/Korea) Study of Travelers*

- Using Low-Cost Carriers*, Journal of Travel & Tourism Marketing, Vol. 31, 2014, p. 593
- Husein Umar, “Faktor-faktor yang Memengaruhi Loyalitas Pelanggan pada Penerbangan *Low Cost Carrier*”, *Jurnal Manajemen Transportasi & Logistik (JMTransLog)* - Vol. 01 No. 02, Juli 2014, p. 128-129
- IDX, “Laporan Keuangan Konsolidasian PT Express Transindo Utama Tbk” QI/2016, p.3
- Irawan, “Dimensi Kualitas Layanan : Konsep dan Perkembangannya”, *Jurnal ISEI Jember*, Vol. 2, No. 1, 2012, p. 2
- Jackson R.S. Weenas, “*Kualitas Produk, Harga, Promosi dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Spring Bed Comforta*” *Jurnal EMBA*, Vol.1 No.4 Desember 2013, p.609
- Jefri Sitorus, “Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Loyalitas Konsumen Penerbangan Domestik PT. Lion Air”, 2012, p.19-20
- Jitendra Kumar Mishra, “*Constituent Dimensions Of Customer Satisfaction: A Study Of Nationalised And Private Banks*”, Prestige Institute of Management&Research India, 2007, p. 45-46
- Juliet Namusaka, *The influence of airline service quality on passenger satisfaction and loyalty :The case of Uganda airline industry*, The TQM Journal; Vol. 25, No. 5; 2013, p. 522
- Kontan.com, “Hore, tarif bus dan taksi di Jakarta turun”, <http://regional.kontan.co.id/news/hore-tarif-bus-dan-taksi-di-jakarta-turun> (Diakses 13 Juni 2016)
- Kotler & Keller, *Marketing Management* (United States : Pearson Education, Inc., 2016)
- Kotler & Armstrong, *Principles of Marketing, 15th ed.*, (USA: Pearson Education Inc., 2014)
- Lupiyoadi dan Hamdani, *Manajemen Pemasaran Jasa*, Edisi Kedua. Jakarta : Penerbit Salemba Empat, 2006, p. 127
- Mahanani, “Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dalam Pembayaran Rekening Listrik (Studi Pada Unit Pelayanan Pelanggan Semarang Barat)”, Universitas Diponegoro, 2010, p. 46

- Malhotra, *Marketing Research An Applied Orientation. 6th ed.*, (USA: Perason Education Inc., 2010) p.139
- Marcelitha T. Montolalu , “*The Impact Of Service Quality And Price To Customer Satisfaction And Customer Loyalty In Swiss-Belhotel Maleosan Manado*” *Jurnal EMBA*, Vol.1 No.4 Desember 2013, p.1942
- Pratiwi, “Analisis Pengaruh Harapan Pelanggan, Kualitas Produk, Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Internet Flash Unlimited Di Semarang”, Universitas Diponegoro, 2010, p. 39
- Tariq M. Khizindar, *et. al*, *An Empirical Study Of Factors Affecting Customer Loyalty Of Telecommunication Industry In The Kingdom Of Saudi Arabia*, *British Journal of Marketing Studies*, 2015, p. 101
- Reni Heviandri Riandarini, Ujang Sumarwan, Lilik Noor Yuliati, dan Kirbrandoko, “*Comparison of Power Influence Factors Shaping Loyalty Indonesian Domestic Airlines*”, *European Journal of Business and Management*, Vol.7, No.11, 2015, p.122
- Sanusi, *Metodologi Penelitian Bisnis*, (Jakarta: Salemba Empat, 2011), p.175
- Schiffman & Wisenblit. *Consumer Behavior* (New Jersey : Pearson Education, Inc, 2015), p. 16
- Setiawati dan Sugiharto, “*Analisis Tingkat Kepentingan Dan Kinerja Layanan Automatic Teller Machine (Atm) Bank Mandiri*”, Universitas Gunadarma, 2011, p. 2
- Top Brand Award, <http://www.topbrand-award.com/faq> (Diakses tanggal 13 Juni 2016)
- Sugihartono, “Analisis Pengaruh Citra, Kualitas Layanan Dan Kepuasan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Pt. Pupuk Kalimantan Timur, Sales Representative Kabupaten Grobogan)”, Universitas Diponegoro, 2009, p. 17
- Sugiyono, *Statistika Untuk Penelitian*, (Bandung: Alfabeta, 2013), p. 41
- Suwandi, Andi Sularso, dan Imam Suroso, “*Pengaruh Kualitas Layanan, Harga dan Citra Merek Terhadap Kepuasan Dan Loyalitas Pelanggan Pos Ekspres di Kantor Pos Bondowoso dan Situbondo*”, *JEAM* Vol. XIV April 2015, p.69-70

- Tse & Wilton, “*The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company*”, *The Business and Management Review*; Vol. 3, No. 2; 2013, p. 181
- Usman Yousaf, *et. al*, *Studying Customer Loyalty at Daewoo Express BusService Pakistan, Scientific Journal of Logistics*, 2013, p. 147
- Vadjanasaregagul, “*The Relationship Of Service Quality, Consum Er Decision Factors And Brand Equity*”, Nova Southeastern University, 2007, p. 24
- Vickih Riady, “*Analisis Pengaruh Kualitas Pelayanan, Harga Terhadap Loyalitas Pelanggan Studi Kasus pada PT Merpati Nusantara Airlines Semarang*”, Program Sarjana Fakultas Ekonomi dan Bisnis, Udinus, 2013, p.2
- Walker & Mullins, *Marketing Strategy* (New York : McGraw Hill, 2014), p. 259
- Wirtz & Lovelock, *Services Marketing : People, Techonology, Strategy. Seventh Edition* (United States : Pearson Education, Inc ., 2011), p. 154
- Yunus, Bojei, *et. all*, “*Service Quality towards Customer Loyalty in Malaysia’s Domestic Low Cost Airline Service*”, *International Journal of e-Education, e-Business, e-Management and e-Learning*, Vol. 3, No. 4, August 2013, p. 334