

DAFTAR PUSTAKA

- Bagaskara. **Sinyal Internet Tri Sering Hilang**. 2015. <http://news.detik.com/suara-pembaca/3021387/sinyal-internet-tri-sering-hilang> (Diakses pada tanggal 16 Maret 2016)
- Boone & Kurtz. *Contemporary Management*, United States : Cengage Learning, 2015
- Cannon, Joseph P, William D. Perreault, and E. Jerome McCarthy. 2009. Pemasaran Dasar 2. Jakarta : Salemba Empat
- Dwi Priyatno. *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media. 2010
- Fandi Tjiptono. *Service, Quality and Satisfaction* 2011. p.193
- Hawkins, Del and David L. Mothersbaugh. 2010. *Consumer Behavior : Building Marketing Strategy*. Eleventh Edition. The McGraw-Hill: New York
- Irawan, “Dimensi Kualitas Layanan : Konsep dan Perkembangannya”, **Jurnal ISEI Jember**, Vol. 2, No. 1, 2012, hal. 2
- James A. Fitzsimmons dan Mona J Fitzsimmon, Sulastiyono, 2011
- Keller, Kevin Lane. *Strategic Brand Management : Building, Measuring, and Managing Brand Equity. Third Edition*. New Jersey: Pearson Education, Inc., 2008
- Kompas Tekno. **Operator Seluler Tri Ganti Nama** . 2013. <http://tekno.kompas.com/read/2013/04/10/17205480/operator.seluler.tri.ganti.nama> (Diakses pada tanggal 17 Maret 2016)
- Konsumen Penerbangan Domestik PT. Lion Air”. 2012
- Kotler dan Armstrong. *Principles of Marketing*, 15th ed, USA: Pearson Education Inc., 2014
- Kotler dan Keller. *Marketing Management*, United States: Pearson Education, Inc, 2012
- Kotler, Philip dan Armstrong, Gay. **Prinsip-prinsip Pemasaran. Jakarta: Penerbit Erlangga**. 2008
- Kotler, Philip dan Keller, Kevin lane. 2013. *Marketing Management* 14e Global Edition. Essex: Person Education, Inc
- Kotler, Philip dan Koeller, Kevin Lane. **Manajemen Pemasaran** Edisi 12 Jilid 1. Jakarta: PT Indeks. 2007
- Lupiyoadi dan Hamdani, **Manajemen Pemasaran Jasa**, Edisi Kedua, Jakarta:Penerbit Salemba Empat. 2006
- Malhotra, Naresh K., **Riset Pemasaran**. Jakarta: PT. Indeks.2009
- Nugraha, Firman. Jumlah Pelanggan Seluler di Indonesia Hampir Mendekati Jumlah Penduduk Indonesia. 2012. <http://teknojurnal.com/jumlah-pelanggan-seluler-di-indonesia-hampir-mendekati-jumlah-penduduk-indonesia/> (Diakses pada tanggal 10 Januari 2016)
- Rajesh K. Yadav dan Mr. Nishand Dabhade. ‘Impact of Service Quality on Customers

- Satisfaction of Mobile Users- A Case Study of Airtel”, *International Journal of Business and Social Science*. Vol. 2 No. 23, May 2013, hal 141
- Sanusi, A. *Metode Penelitian Bisnis*. Jakarta: Salemba Empat. 2011
- Sekaran, Uma, *Research Method for Business. Metodologi Penelitian Untuk Bisnis*. Edisi 4.
Jakarta: Salemba 4, 2007
- Shimp & Andrew. Advertising, Promotion, and Other Aspects of Integrated Marketing Communication, 9th Edition. South Western: Cengage Learning, 2013
- Schiffman & Kanuk. *Consumer Behavior, Global Edition, Tenth Edition*. United States of America, Pearson Education, Inc., 2010
- Schiffman & Wisenblit. *Consumer Behaviour, 11th Edition*., New Jersey : Pearson Education, Inc., 2015
- Sugiyono, “**Statistik untuk penelitian**”. Bandung: Alfabeta, 2012
- Tjiptono, Fandy dan Chandra, Gregorius dan Adirana, Dedi: **Pemasaran Strategik**. Yogyakarta: ANDI OFFSET. 2008
- Top Brand Award**. 2016. <http://www.topbrand-award.com/> (Diakses pada tanggal 17 Januari 2016)
- Wirtz & Lovelock. *Services Marketing : People, Technology, Strategy. Seventh Edition*, United States: Pearson Education, Inc, 2011
- Woodside, Arch G. **Perspectives on Cross-Cultural, Ethnographic, Brand Image, Story Telling, Unconscious Needs, and Hospitality Guest Research**. Bingley : Emerald. 2009