

DAFTAR PUSTAKA

Nirwana (2004), *Prinsip-prinsip Pemasaran Jasa*, Penerbit Dioma, Malang.

Rangkuti, Freddy (2002), *Measuring Customer Satisfaction*, PT. Gramedia Pustaka Utama, Jakarta.

Saladin, Djaslim (2003), *Manajemen Pemasaran Analisis, Perencanaan, Pelaksanaan dan Pengendalian*, Linda Karya, Bandung.

Stanton, William, J (2004), *Prinsip-prinsip Pemasaran*, Jilid Ketujuh, Penerbit Erlangga, Jakarta.

Tjiptono, Fandy (2005), *Service Management, Mewujudkan Layanan Prima*, Yogyakarta.

Zithaml and Bitner (2003), *Service Marketing, Integrated Costumer Focus Across The Firm* Me Graw-Hill Companies, New York.

<http://id.shvoong.com/social-sciences/economics/2157401-pengertian-perusahaan-jasa/#ixzz2zsjwsUUA>

