

DAFTAR PUSTAKA

Barnes, Janes G (2003), Secret of Customer Relationship Management, Andi, Yogyakarta

Brown, Stanly W (2000), Customer Relationship Management, John Wiley andsons, Canada, Ltd, Singapore

http://id.wikipedia.org/wiki/manajemen_hubungan_pelanggan

Kalakota, Ravi and Marcia, Robinson (2001), E-Business 2-0 Roadmap For Succes, Addiso-wesley Longman Inc, USA

Kotler, Philip dan Amstrong Gary (2008), Prinsip-Prinsip Pemasaran Edisi 12 Jilid 1, Erlanggan, Jakarta

Kotler, Philip dan keller, Lne Kevin (2007), Manajemen Pemasaran Edisi 12 Jilid 1, PT. Indeks, Jakarta

Lupiyoadi, Rahmat dan A, Hamdanim, (2006), Manajemen Pemasaran Jasa, Salemba Empat, Jakarta

Oliver, R (2004), Measurement And Evaluation of The Satisfaction Process in a Retail Setting, Journal of Retailling, 57, Fall, 25-48

Sutedjo, Budi dan Philip, John (2003), I-CRM: Membina Relasi Dengan Pelanggan dot Com. Andi, Yogyakarta

Turban, Efrain et al (2002), Electronic Commerce : A Managerial Perspective, Prentice Hall, USA

