

DAFTAR PUSTAKA

- Alrubaiee, L., & Al-Nazer, N. 2010. Investigate the impact of relationship marketing orientation on customer loyalty: The customer's perspective. *International Journal of Marketing ...*, Vol. 2 No. 1, pp 155–174.
- Aryani, D., & Rosinta, F. 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi Dan Organisasi*, Vol 17 No 2, Hal 114–126.
- Astutik, Dwi, Lya dan Asyik Nur Fadjirih. 2009. Faktor-Faktor yang Mempengaruhi Tingkat Kepuasan Nasabah dalam Menggunakan *Automatic Teller Machine (ATM)* Bersama Pada PT Bank Tabungan Negara (Persero), Tbk Surabaya. *Jurnal Ekonomi dan Bisnis*, Vol 3 No 3. Hal 225-237.
- Brown, G.2002. "Brand loyalty fact or fiction". *Advertising Age*. Vol. 9 (June)
- Choi, Y. H., & Choo, H. J. 2016. "Effects of Chinese consumers' relationship benefits and satisfaction on attitudes toward foreign fashion brands: The moderating role of country of salesperson". *Journal of Retailing and Consumer Services*, Vol 28. pp 99–106.
- Creswell, Jhon W. 2012. *"Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research"*. 4Ed. Pearson Education
- Dagger, T. S., David, M. E., & Ng, S. 2011, "Do relationship benefits and maintenance drive commitment and loyalty?". *Journal of Services Marketing*, Vol 25 No. 4–5, pp 273–281.
- Durinto, Darmadi Anton wachidin Widjaja, dan Hendrawan Supratkno. 2003. *Invasi Pasar dengan Iklan yang strategi, Program dan Teknik Pengukuran*. Gramedia Pustaka Utama, Jakarta.
- Gasper C Vincent. 1997. *Consumer Behaviour*. McGraw-Hill, Irwin
- Ghozali, 2012. *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*

- Griffin Jill. 2005. *Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*. Ed. Revisi. Penerbit Erlangga. Jakarta.
- Gustafsson, A., Johnson, M. D., & Roos, I. 2013. "The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention". *Journal of Marketing*, Vol 69 No 4, pp 210–218.
- Hair, J.F & Joseph. F. 2010. *Multivariate Data Analysis: A Global Perpektive*. Seven Edition. Pearson
- Hennig-Thurau, T. 2004, "*Customer orientation of service employees – it's impact on customer satisfaction, commitment, and retention*", *Journal of Service Industry Management*, Vol. 15 No. 5, pp. 460-478.
- Hennig-Thurau, T., Gwinner, K.P., & Gremler, D.D. (2002). *Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality*. *Journal of Service Research*, 4(3): 230–247.
- Hurriyati, Januk dan Prayekti. 2011. Pengaruh Dimensi Internet Banking Service Quality Dan Kepercayaan Nasabah Terhadap Kepuasan Nasabah (Penelitian Empiris Terhadap Nasabah Internet Banking Di Kota Yogyakarta). Akmenika UPY, Volume 8, 2011.
- Ibojo, B. O., & Asabi, O. M. 2015. "Impact of Customer Satisfaction on Customer Loyalty : A Case Study of a Reputable Bank in Oyo , Oyo State , Nigeria". *International Journal of Management Studies and Research*, Vol 3 No 2, pp 59–69.
- Iddrisu, A. M., Nooni, I. K., Fiankoc, K. ., & Mensahd, W. 2015. "Assessing the impact of service quality on customer loyalty: A case study of the cellular industry of Ghana". *British Journal of Marketing Studies*, Vol 3 No 6, pp 15–30.
- Kim, W. G. and Cha, Y. 2002. "*Antecedents and Consequences of Relationship Quality in Hotel Industry*". *Hospitality Management*, Vol 21 No 3 pp 321-338
- Kim, W. 2009. "Customers Responses to Customer Orientation of Service Employees in Full-Service Restaurants: A Relational Benefits Perspective". *Journal of Quality Assurance in Hospitality & Tourism*. Vol 10 No 3, pp 153-174

Kotler, Philip & Kevin Lane Keller. 2014. *Manajemen Pemasaran*. Edisi 14. Penerbit PT Indeks

Kotler, Philips dan Kevin Keller. 2010. *Marketing 14th* . Prahelindo, Jakarta.

Maria-Eugenia, M., Gil-Saura, I., & BerenguerContri, G. (2009). Relational benefits and loyalty in retailing: An inter-sector comparison. *International Journal of Retail & Distribution Management*, 37(6),493–509.

Marta et.al 2016. “Pengaruh Kepuasan dan Kepercayaan terhadap Loyalitas Konsumen Kedelai Jepang Edamame Pendekatan Structural Equation Modeling”. *E-Jurnal Agribisnis Dan Agrowisata*, Vol 5 No 1, Hal 408–417.

Molina, A., Martín-Consuegra, D., & Esteban, Á. 2012. “Relational benefits and customer satisfaction in retail banking”. *International Journal of Bank Marketing*, Vol 25 No 4. pp 253–271.

Muh. Masri. 2009. ”Analisis Pengaruh Orientasi Pelanggan Terhadap Orientasi Pasar Pada Industri Meubel di Kabupaten Muna”. *Jurnal Manajemen dan Kewirausahaan*, Volume 2, No. 2: 41-51.

Musanto Trisno. 2004. “FAKTOR-FAKTOR KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN: Studi Kasus Pada CV. Sarana Media Advertising Surabaya”. *Jurnal Manajemen Dan Kewirausahaan*, Vol 6, Hal.123-136.

Paul, J., Mittal, A., & Srivastav, G. 2016. “International Journal of Bank Marketing Impact of service quality on customer satisfaction in private and public sector banks”. *International Journal of Bank Marketing International Journal of Bank Marketing Iss International Journal of Bank Marketing*, Vol 34 No. 4, pp 606–622.

Ridho et.al. 2016. “Impact of Relationship Marketing , Service Quality and Customer Orientation of Service Employees on Customer Satisfaction and Behavioral Intention and It’s Impact on Customer Retention, *International Journal of Economics, Commerce and Management*, Vol IV. No. 5, pp 151–163.

Saura, I. G., Contri, G. B., Taulet, A. C., & Velázquez, B. M. 2005. “*Relationships among customer orientation, service orientation and job*

satisfaction in financial services". *International Journal of Service Industry Management*, (Vol. 16).

Sekaran, Uma. 2006. *Research Method For Business (Metodologi Penelitian untuk Bisnis)*. Buku 1. Ed. 4. Penerbit Salemba Empat.

Sivesan, S., & Karunanithy, M., 2014. "Impact of Customer Orientation of Service Employees on Customer Satisfaction towards Retention in Finance Companies", *European Journal of Business and Management*, Vol 6 No. 1, pp 25–29.

Yaqin, A., & Ilfitriah, A. M., 2014. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Nasabah Bank Pengguna E-Banking Di Surabaya, Vol 4 No. 2, Hal 245–260.

Zheithaml, V. A., Bitner, M. J., & Gremler, D. D. 2006. *Service marketing: Integrating customer focus across the firm*. 4th Edition. New York: McGraw Hill.

Zhang, J. 2010. "Employee Orientation and Performance: An Exploration of the Mediating Role of Customer Orientation". *Journal of Business Ethics*, Vol. 9, pp 111–121.

