DAFTAR PUSTAKA

- Al-alak, B.A.M. & Al-nawas, I.A.M. 2010. Evaluating the Effect of Marketing Activities on Relationship Quality in the Banking Sector: The Case of Private Commercial Banks in Jordan. *International Journal of Marketing Studies*. Vol. 2, No. 1. 78-91.
- Anderson, E., dan Weitz, B. 1992. The Use of Pledges to Build and Sustain Commitment in Distribution Channels, *Journal of Marketing Research*, 29 (February), 18-34.
- Anderson, J.C. & Narus, J.A. 1990. A Model of Distributor Firmand Manufacturer Finn Working Partnerships. *Journal of Marketing*. 54. 42-58.
- Athanasopoulou, P., Kalogeropoulou, D. & Douvis, J. 2013. *Relationship Quality* in sports: a study in football teams and fitness centres, *Sport, Business and Management: An International Journal*, Vol. 3 Iss 2 pp. 100 117.
- Balaji, M.S., Roy, S.K., Wei, K.K. 2016. Does relationship communication matter in B2C service relationships, *Journal of Services Marketing*, Vol. 30 Iss 2 pp. 186 – 200.
- Blois, K. 2003. B2B 'relationship'- a social construction of reality? A study of Marks and Spencer and one of its major supplier. *Marketing Theory*, Vol. 3, No. 1, pp. 79-95.
- Boles, J. S., Bras hear, T., Bellenger, D. danBarksdale, H. Jr. 2000. Relationshipselling behaviors: antecedents andrelationship with performance. *Journal of Business & Industrial Marketing*, Vol.15, pp. 141-53.
- Chan, Syarifuddin, 2003, Relationship Marketing: Inovasi Pemasaran Yang Membuat Pelanggan Bertekuk Lutut, PT. Gramedia Pustaka Utama.

- Choi. T.Y., dan Chu, R. 2001. Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, Vol. 20, Issue (3), pp 67-82.
- Fountoulaki P., Leue, M.C., Jung, T. 2014. The Key Factors of *Relationship Quality* between Tour Operators and SME Hotels. EuroChrie, 6-9 October 2014.
- Ghozali, I. 2014. Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS). Semarang : Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. 2010. *Multivariate Data Analysis*. New Jersey : Prentice Hall.
- Izogo, E. E. 2016. Should Relationship Quality be measured as a disaggregated or acomposite construct, Management Research Review, Vol. 39 Iss 1 pp. 115 - 131
- Jiménez-Zarco, A.I., Martínez-Ruiz, M.P. & Izquierdo-Yusta, A. 2011. The impact of market orientation dimensions on client cooperation in the development of new service innovations, *European Journal of Marketing*, Vol. 45 Iss 1/2 pp. 43-67.
- Kim, K. 2000. On Interfirm Power, Channel Climate, and Solidarity in Industrial Distributor-Supplier Dyads. *Journal of the Academy of Marketing Science*. Volume 28, No. 3, pages 388-405.
- Kim, W.G. dan Cha, Y. 2002. Antecedents and consequences of *Relationship Quality* inhotel industry. *International Journal of Hospitality Management*, Vol. 21, pp.321-38.
- Kotler, Philip & Keller, K.L. 2013. *Marketing Management*, Edisi 13, Ner Jersey : Prentice Hall.
- Macintosh, G. 2007. Customer orientation, *Relationship Quality*, and relational benefits to the firm. *Journal of Services Marketing*, Vol. 21 Iss 3 pp. 150 159.

- Maloni, M. and Benton, W.C. 2000. Power Influences In The Supply Chain, *Journal of Business Logistics*, 21 (1): 49-73.
- McQuiston, D. H. 2001. A Conceptual Model for Building and Maintaining Relationships between Manufacturers' Representatives and Their Principals. *Industrial Marketing Management*, 30, 165-181.
- Miles, M., D. Arnold, dan H. Nash. 1990. Adaptive Communication: The Adaptation of the Seller's Interpersonal Style to the Stage of the Dyad's Relationship and the Buyer's Communication Style. *Journal of Personal Selling and Sales Management*, 10 (February), 21-27.
- Molina, A., Consuegra, D.M. & Esteban, A. 2007. Relational benefits and customersatisfaction in retail banking. *International Journal of Bank Marketing*, Vol. 25 Iss 4 pp. 253 271.
- Moliner, J.R.S, Tena, M.A.M. & Garcia, J.S. 2013. Relationship quality in business to business: a cross-cultural perspective from universitie, *Marketing Intelligence & Planning*, Vol. 31 Iss 3 pp. 196–215.
- Morgan, R. 2000. Relationship marketing and marketing strategy. In Sheth, J. and Parvatiyar, A. Handbook of Relationship Marketing, Sage Publication, London.
- Morgan, R., dan Hunt, S. 1994. The Commitment-Trust Theory of Relationship Marketing, Journal of Marketing, 58, 20-38.
- Palmatier, R. W., Dant, R. P., Grewal, D., dan Evans, K. R. 2006. Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis, *Journal of Marketing*, 70 (4), 136-153.

- Perrien, J., dan Ricard, L. 1995. The Meaning of a Marketing Relationship: A Pilot Study. *Industrial Marketing Management*, 24 (1), 37-43.
- Ramaseshan, B., Yip, L.C., & Pae, J.H. 2006. Power, Satisfaction and Relationship Commitment in Chinese Store-Tenant Relationship and Their Impact on Performance. *Journal of Retailing* 82 (1): 63-70.
- Rashed, M. & Asil, S.M.N.P. 2015. The role of relationship marketing activities and Quality of Relationship on maintain long-term relationship with customers and Word of mouth advertisement. *World Essays Journal* / 3 (2): 81-85, 2015.
- Sekaran, U. 2011. *Research Methods for Business. A Skill Building Approach*. New York : John Wiley & Sons, Inc.
- Setyawan, A.A., Dharmmesta, B.S., Purwanto, B.M. & Nugroho, S.S. 2014. Model of Relationship Marketing and Power Asymmetry in Indonesia Retail Industry. *International Journal in Economics and Business Administration*. Volume II, Issue 4, pp. 108 – 127.
- Sharma, Neeru &Paul G. Patterson. 1999. The impact of communication effectiveness and service quality on relationship commitment in consumer, professional services, *Journal of Services Marketing*, Vol. 13 Iss 2 pp. 151 – 170.
- Sheth, J. 1994. Relationship Marketing: A Customer Perspective. *Proceedings of the 2nd* Annual Relationship Management Conference, June, 1-7.
- Sheth, J. 2000. Relationship marketing paradigm shift or shaft?, In Sheth, J. and Parvatiyar,A. Handbook of Relationship Marketing. Sage Publication, London. pp. 609-620.
- Skinner, S.J., Gassenhermer, J.B., & Kelley, S.W. 1992. Cooperation in Supplier-Dealer Relations. *Journal of Revultng*, 68 (Summer). 174-93.

- Suh, T., Jung, J.C. & Smith, B.L. 2012. Learning creativity in the client-agency relationship, *The Learning Organization*, Vol. 19 Iss 5 pp. 428 – 439.
- Stem, L.W. & El-Ansary, A.I. 1992. *Marketing Channels*. 4th ed. Englewood Clim, NJ: Prentice-Hall, Inc.
- Veloutsou, C., Saren, M. and Tzokas, N. 2002. Relationship marketing what if, *European Journal of Marketing*, Vol. 36, No. 4, pp. 433-449.
- Vieira, A.L. 2009. Business to Business Relationship Quality, Portuguese Journal of Management Studies, Vol. XIV No. 3, 197-215.
- Vincent, N.A. & Webster, C.M. 2013. Exploring relationship marketing in membership associations, European Journal of Marketing, Vol. 47 Iss 10 pp. 1622 1640.
- Williams, K., R. Spiro, dan L. Fine. 1990. The Customer-Salesperson Dyad: An Interaction/ Communication Model and Review, *Journal of Personal Selling and Sales Management*, 10 (Summer), 29-43.
- Yang, S., Sixing, Y.S. & Xia, C.X. 2017. Why are customers loyal in sharing-economy services? A relational benefits perspective. *Journal of Services Marketing*, Vol. 31 Iss
 - 1 pp. 48-62. KEDJAJAAN /BANGSN