

REFERENCE

- Alemayehu, R. (2017) Practice of Customer Relationship Management and Its Effect on Customer Loyalty: The Case of Dashen Bank SC
- Anderson, E. & Sullivan, M. (1993). "The antecedents and consequences of customer satisfaction for firms". *Marketing Science*, 12 (1), 125-143.
- Anderson, E. W., Fornell, C. & Lehmann, D. R. (1994). "Customer Satisfaction, Market Share, and Profitability: Findings from Sweden". *Journal of Marketing*, 58 (4), 53-66.
- Aryani,D dan Rosinta, F. 2010. *Pengaruh kualitas Layanan Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan*. *Jurnal Ilmu Administrasi dan Organisasi*.Vol.17. No.2.
- Asgari, Hadi., &Mahdipour, Ebrahim. (2016). The Relationship between Service Quality, Customer Relationship Management Staff BSI.
- Banerjee, N., &Sah, S. (2012). A comparative study of customers' perceptions of service quality dimensions between public & private banks in india. *International Journal of Business Administration*, 3(5), 33-44.
- Bowen, J.T.,& Chen, S.L. (2001). The Relationship between Customer Loyalty and Customer Satisfaction, *International journal of Contemporary Hospitality Management*,
- Cronin Jr, J. J. & Taylor, S. A. (1992). "Measuring service quality: a reexamination and Extension". *Journal of Marketing*, 56 (July), 55-68.
- Cronin Jr., Brady M.K., and Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, Vol. 76, No.2, pp.193-218.
- Dennis A Rauch, Michael Dwain Collins, Robert D Nale, Peter B Barr, Fevzi Okumus, (2015),"Measuring service quality in mid-scale hotels", *International Journal of Contemporary Hospitality Management*, Vol, 27 Iss 1 pp.
- Duffy, D. L. (2003). Internal and external factors which affect customer loyalty. *Journal of Consumer Marketing*, 20(5), 480-485.
- Fornier, M. (2008). Relationship marketing and costumer switching behavior. *Journal of Marketing*. 61(3), 34-45.
- Ghozali, I. (2001). *Applikasi SPSS*. Semarang: BP Universitas Diponegoro.

Ghozali, I., & Com, M. Com, Akt, 2001. *Aplikasi Analisis Multivariate dengan Program SPSS*.

Ghozali, I. (2012). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 20*. Semarang: Badan Penerbit – Universitas Diponegoro.

Gitomer, J. (1998). Customer Satisfaction is worthless, Customer loyalty is priceless : How to make customer love you, keep them coming back and tell everyone they know.

Gong, T., & Yi, Y., (2018). The effect of service quality on ustomer satisfaction, loyalty, and happiness in five Asian countries.

Grönroos, C. (2004). The relationship marketing process: communication, interaction, dialogue, value. *Journal of Business & Industrial Marketing*, 19(2), 99-113.

Griffin, Jill. 2005. Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan. Jakarta: Erlangga.

Gummerus, J., Liljander, V., Pura, M. and Riel, A.V. (2004), “Customer loyalty to content-based web sites: the case of an online health-care service”, *Journal of Services Marketing*, Vol. 18 No. 3, pp. 175-186.

Gundersen, M.G., Heide, M. & Olsson, U.H. (1996), “Hotel guest satisfaction among business travelers: what are the important factors?”, *Cornell Hotel & Restaurant Administration Quarterly*, 37, 72-78.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). Multivariate data analysis. 1998. *Upper Saddle River*.

Hair, J. F., Anderson, R. E., Tatham, R. L., & William, C. Black.(2010). Multivariate Data Analysis: Pearson. New Jersey.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Multivariate data analysis (Vol. 6): Upper Saddle River, NJ: Pearson Prentice Hall.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance.

Harryani, S., (2017). Customer relationship management infkuence on customer value, product quality and service quality in improving customer satisfaction and its implication on the customer loyalty.

Hassan et al. (2015). Effect of Customer Relationship Management on Customer Satisfaction

Jogiyanto, H., & Abdillah, W. (2009). Konsep dan aplikasi PLS (Partial Least Square) untuk penelitian empiris. *BPFE Fakultas Ekonomika dan Bisnis UGM*. Yogyakarta.

Latif, M.K. & Ariyanti, M., (2016). The influence of GRONROOS'S Service Quality Model on Triple Play's Customer Satisfaction

Lehtinen, U. and Lehtinen, J.R. (1991). Two approaches to service quality dimensions. *The Service Industries Journal*, 11 (3), 287–303.

Miranda, S., & Tavares, P,. (2018). Perceived service quality and customer satisfaction: A fuzzt set QCA approach in the railway sector.

Mensah, K. (2015). The Impact of Customer Relationship Management (CRM) on Customer Satisfaction and Loyalty: A Study of Divine Love Hospital , Bibiani- Western Region.

Muyeed, M. A. (2012). Customer Perception on Service Quality in Retail Banking in Developing Countries-A Case Study. *International Journal of Marketing Studies*, 4(1), 116-122.

Nyadzayo, M. W., & Khajehzadeh, S,. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image.

Orel, F. D., Kara, Ali., (2013). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market

Rahimi, R. & Kozak, M., (2017). Impact of Customer Relationship Management on Customer Satisfaction: The Case of a Budget Hotel Chain.

Rahman, H. (2013). Customer Satisfaction and Loyalty: A case Study from Banking Sector.

Rai, K. A., Medha, S., (2013). „The Antecedents of Customer Loyalty: An empirical investigation in life insurance context“: *Journal of Competitiveness*, Volume 5 (2): 139-163.

Rizka, M., & Widji, Astuti, ., (2013). Customer Loyalty the Effects of Service Quality and The Mediating Role of Customer Relationship Marketing Telkom Speedy in Jember Area, Vol 2(1)

Sekaran, U. (2003). Research methods for business . Hoboken: NJ: John Wiley

&Sons.

- Sekaran, U. (2006). Metodologi penelitian untuk bisnis: Edisi.
- Sivadass, E., & Baker-Prewitt, J. L. (2000). An Examination of the Relationship between Service Quality, Customer Satisfaction, and Store Loyalty. *International Journal of Retail & Distribution Management*, 28 (2), 73-82.
- Tsegay, M. (2011). The Effect of Customer Relationship Marketing on Customer Retention in the Banking sector (A Case Study on Commercial Bank of Ethiopia), Masters
- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *Journal of Information technology theory and application*, 11(2), 5-40.
- Zeithami. Valarie A., A. Parasuraman. and Leonard L. Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press.
- Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L. (1990) Delivering Quality Service, The Free Press, New York, N.Y.
- Zeithaml, Valerie A., Berry, Leonard L. &Parasuraman, A. (1996) “The behavioral consequences of service quality,” *Journal of Marketing*, vol. 60(2), p.31-46
- Zeithaml, V. and Bitner, M. (2003) Service Marketing: Integrating Customer Focus across the Firm, McGraw-Hill, New York.