

DAFTAR REFERENSI

- Azwar, S., (2005). *Metode penelitian*. Edisi Pertama. Yogyakarta: PT Eresco.
- Angelova, Biljana and Jusuf Zekiri. (2011) *Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model)*, Journal of Business and Social Science, 232 from <http://www.hrmars.com/admin/pics/381.pdf>
- Bungin, B., (2005). *Metodologi Penelitian Kuantitatif Komunikasi, Ekonomi, dan Kebijakan Publik serta Ilmu-Ilmu Sosial Lainnya*, Edisi Pertama, Cetakan Pertama, Prenada Media, Jakarta.
- Gustafsson, Anders, Michael D. Johnson, & Inger Ross. (2005). *The Effects of Consumer Satisfaction, Relationship Commitment, Dimensions, and Triggers on Customer Retention*, Journal of Marketing, 2011 from <http://www.jstor.org/discover/10.2307/30166563?uid=2&uid=4&sid=21101775842791>
- Haynes, N. (2008). *Public Relations Writing: Form & Style*. Unites States of America: Lyn Uhl.
- Hurlosck, E.B. (2004). *Psikologi Perkembangan*. Jakarta: Erlangga
- Irawan, H. (2002). *10 Prinsip Kepuasan Pelanggan*. Jakarta: Elex Media. Komputindo.
- Kosasih, Rita (2011). Respon Penghuni Citraland terhadap Iklan Ciputra Waterpark di Media Internal "Citraland Life Style Magazine". Skripsi no: 10010690/KOM/2011
- Kotler, P. & Pfoerstch, W. (2006). *B2B brand management*. Jakarta: Kelompok Gramedia PT. Bhuana Ilmu Populer.
- Kriyantono, R. (2006). *Riset Komunikasi*. Jakarta: Kencana
- Kocoglu, Prof. Dr. Duygu (2012). *Customer Relationship Management and Customer Loyalty; A Survey in a Sector of Bank*, Journal of Department Marketing, Turkey, from Proquest
- Lovelock, C. H. dan Wright, L. K.(2002). *Principles of Service Marketing and Management*, Prentice Hall Inc., Upper Saddle River, New Jersey.
- Malhotra, N. K. (1996), *Marketing Research An Applied Oriented Second Edition*, Prentice Hall, Inc., New jersey.

- Myers, J. H. (2000). *Measuring Customer Satisfaction: Hot Buttons and Other Measurement Issues*. United States: American Marketing Association
- Mittal, Vikas and Wagner Kamakura. (2001). *Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effects of Customer Characteristics*, Journal of Marketing Research, 38 (February), 131-42 from <http://www.jstor.org/discover/10.2307/1558577?uid=2&uid=4&sid=21101775842791>
- Nazir Muhammad. (1998). *Metode Penelitian*, Jakarta : Galia Indonesia.
- Prasongsukarn, Kriengsin. (2007). *Customer Relationship Management from Theory to Practice: Implementation Steps*, Journal of International Marketing and Science, from <http://gsbejournal.au.edu/2V/Journal/CUSTOMER%20RELATIONSHIP%20MANAGEMENT%20FROM%20THEORY%20TO%20PRACTICE%20IMPLEMENTATION%20STEPS.pdf>
- Priyatno, D. (2011). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media
- Rakhmat, Jalaluddin. (2004). *Metode Penelitian Komunikasi*. Bandung: PT Remaja Rosdakarya
- Rumanti, Sr. M. A. (2004). *Dasar-dasar public relations: Teori dan Praktik Edisi 1*. Cetakan Kedua. Jakarta: Grassindo
- Ruslan, R. (2002). *Manajemen Humas & Komunikasi: Konsepsi dan Aplikasi*. Edisi Revisi. Cetakan Keempat. Jakarta: PT Raja Grafindo Persada,
- Sandjaja, B., dan Heriyanto, A. (2006). *Panduan Penelitian*. Jakarta: Prestasi Pustaka
- Shimp, T. A. (2010). *Advertising Promotion and Other Aspects of Intergrated Marketing Communications*. Eight Edition. South Western: Cengage Learning
- Silalahi, U. (2010). *Metode Penelitian Sosial*. Bandung: Aditama
- Singarimbun, M., dan Sofian, E. (2006). *Metode Penelitian Survey*. Cetakan Kedelapanbelas Edisi Revisi. Jakarta: PT Pustaka LP3ES Indonesia
- Siregar, A. dan Pasaribu, R.. (2002). *Bagaimana Mengelola Media Komunikasi Organisasi*. Cetakan kelima. Yogyakarta: Kanisius.
- Sugiyono. (2007). *Statitika untuk penelitian*. Bandung: CV ALFABETA

- Sujarweni, V. W. dan Endrayanto, P. (2012). *Statistik Untuk Penelitian*. Yogyakarta Graha Ilmu.
- Tjiptono, F. S. (2004). *Manajemen Jasa*. Yogyakarta: Andi.
- Umsar, H. , (2002). *Metode Riset Bisnis*. Jakarta: PT.Gramedia Pustaka Utama
- Vivian, J. (2008). *Teori Komunikasi Massa*. Edisi Kedelapan. Jakarta: Kencana Prenada Media Group.
- Whitbread, D. (2009). *The Design Manual*. 2nd Edition. Australia: New South Wales University Press Ltd.