

## DAFTAR REFERENSI

- Agusramadas. (2006, Juni 21). *Everything We do, We do it for you*.  
<http://www.pintunet.com/>
- Assistant Manager Matahari Department Store, Tunjungan Plaza, Surabaya.  
(2006, Juni 13). Wawancara pribadi.
- Aswar, S. (1997). Realibilitas dan validitas (3<sup>rd</sup> ed.). Yogyakarta: Pustaka Pelajar.
- Bergman, B., & Klefsjo, B. (1994). *Quality: From customer needs to customer satisfaction*. London: McGraw-Hill.
- Berman, B., & Evans, J.R. (2004). *Retail Management: A Strategic Approach* (9<sup>th</sup> ed.). New Jersey: Pearson Prestice Hall.
- Budi, S. (2006, Mei 22). *Suara konsumen*. <http://www.pitunet.com/>
- Burns, A.C., & Bush, R.F. (2003). *Marketing Research: Online research applications* (4<sup>th</sup> ed.). New Jersey: Prestice Hall.
- Davidson, W.R., & Doddy, A.F. (1996). *Retailing Management* (3<sup>rd</sup> ed.). New York: The Ronald Press Company.
- Dune, P.M., & Lusch, R.F. (2005). *Retailing* (5<sup>th</sup> ed.). Mason, Ohio: Thomson South-Western.
- Echols, J.M., & Shadily, H. (1976). *Kamus Inggris-Indonesia*. Jakarta: P.T. Gramedia.
- Gilbert, D. (2003). *Retail Marketing Management* (2<sup>nd</sup> ed.). Harlow, England: Prentice Hall.
- Ghozali, I. (2005). Aplikasi analisis multivariate dengan program SPSS (3<sup>rd</sup> ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hill, A.V. (1992). *Field Service Management: An integrated approach to increasing customer satisfaction*. Homewood, Illinois: Business One Irwin.
- Keller, G. (2005). *Statistics: For Management and Economics* (7<sup>th</sup> ed.). Australia: Thomson Brooks/Cole.
- Kotler, P. (1997). *Marketing Manajemen: Analisis, perencanaan, implementasi dan kontrol* (9<sup>th</sup> ed.). Jakarta : Prenhallindo.

- Kotler, P., & Armstrong, G. (1993). *Dasar-dasar Manajemen Pemasaran* (jilid 2). (Jaka Wasana). Jakarta: Erlangga.
- Levine, D.M., Berenson, M. L., & Stephan, D. (1999). *Statistics for Managers using Microsoft excel* (2<sup>nd</sup> ed.). New jersey: Prentice Hall.
- Lovelock, C.H. (1996). *Service Marketing* (3<sup>rd</sup> ed.). New Jersey: Prentice Hall.
- Lovelock, C.H. (1988). *Managing Service*. New Jersey: Prentice Hall.
- Lovelock, C.H., & Wright, L.K. (2002). *Principles of Service Marketing and Management* (2<sup>nd</sup> ed.). New Jersey: Prentice Hall.
- Lucas, A.H, Jr., Bush, R.P., & Gresham, L.G. (1994). *Retailing*. Boston, Massachusetts: Houghton Mifflin Company.
- Malhotra, N.K. (1996). *Marketing Research: An applied orientation* (2<sup>nd</sup> ed.). New Jersey: Prentice Hall.
- Malhotra, N. K. (2004). *Marketing Research: An applied orientation* (4<sup>th</sup> ed.). New Jersey: Pearson education.
- Marquardt, R.A., Makens, J.C., & Roe, R.G. (1983). *Retail Management: Satisfaction of customer needs* (3<sup>rd</sup> ed.). Chicago: The Dryden Press.
- Pintel, G., & Diamond, J. (1971). *Retailing* (5<sup>th</sup> ed.). New Jersey: Prentice Hall.
- PT. Matahari Putra Prima Tbk. (2006). *Berita Matahari*. Tangerang: Public Relations Department PT Matahari Putra Prima Tbk.
- Rida. (2006, Mei 17). *Suara konsumen*. <http://www.pintunet.com/>
- Rangkuti, F. (2002). *Measuring customer satisfaction: Gaining customer relationship strategy* (Teknik mengukur dan strategi meningkatkan kepuasan pelanggan plus analisis kasus PLN-JP. Jakarta : PT Gramedia Pustaka Utama.
- Risch, E.H. (1991). *Retail Merchandising* (2<sup>nd</sup> ed.). New York: Macmillan Publishing Company.
- Supranto, J. (1997). *Pengukuran Tingkat Kepuasan Pelanggan untuk Meningkatkan Pangsa Pasar*. Jakarta : PT Rineka Cipta.
- Suryanto. (1985). *Statistik*. Surabaya: Universitas Kristen Petra.
- Weiss, N., & Hasset, M. (1982). *Introductory Statistics*. Massachusetts: Addison-Wesley Publishing Company.

Zeithaml, V.A., Parasuraman, A., & Berry, L.L. (1990). *Delivering Quality Service: Balancing customer perception and expectation*. New York: The Free Press.

Zikmund, W.G. (2003). *Exploring Marketing Research* (8<sup>th</sup> ed.). Ohio: Thomson South-Western.