

## DAFTAR PUSTAKA

- Abdillah, W., dan Hartono, J. (2015). *Partial Least Square (PLS)-Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*. Andi Offset.
- Agresti, A. 2002. *Categorical Data Analysis*. Second Edition. New York: John Wiley and Sons.
- Barnes, J. G. (2003). *Secrets of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan)*. Yogyakarta: Andi.
- Edward C. Malthouse, dkk. 2013. *Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House*. *Journal of Interactive Marketing*, 27, Pp. 270–280.
- Gautama, Idris. 2005. *Relationship Marketing dan Pemanfaatan Teknologi Informasi dalam Customer Relationship Management Untuk Memenangkan Persaingan Bisnis*. Seminar Nasional Aplikasi Teknologi Informasi 2005 (SNATI 2005).
- Gebert, dkk. 2002. *Toward Customer Knowledge Management: Integrating Customer Relationship Management and Knowledge Management Concepts*. *Proceeding of the Second International Conference on Electronic Business*.
- Ghozali, I., 2014, *Structural Equation Modeling-Metode Alternatif dengan Partial Least Square*, Edisi Keempat, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Cetakan VII. Semarang. Badan Penerbit Undip Semarang.
- Griffin, Jill. 2002. *Customer loyalty: How to Earn it, How to keep it*. New and Revised Edition. McGraw-Hill: Kentucky.
- Gujarati, Damodar dan dawn. 2016. *Dasar – dasar Ekonometrika*. Jakarta: Salemba Empat.
- Handayani, R. H., Aini, Q., & Nurmiati, E. (2018). *Interactive Customer Relationship Management Jasa Infrastruktur Jaringan PT. Meda Cipta Utama*. *Applied Information System and Management*, 1(1).
- Kincaid, J., 2008, *Customer Relationship Management : Getting it Right*, New Jersey : Prentice Hall.

- Kuncoro, Mudrajad. (2013). *Metode Riset untuk Bisnis & Ekonomi*. Edisi 4. Jakarta: Erlangga.
- Kotler, Philip, dan Armstrong, Gary, 2005, *Dasar-Dasar Pemasaran*. Jakarta : Prenhallindo.
- Kotler, P. and Keller, K.L., (2006), “*Marketing Management*”, 12th ed. Upper Saddle River, NJ: Prentice Hall, Inc. Pollard.
- Lukas, A.P., 2006, *Customer and Partner Relationship Management*. Jakarta : Telematic Research Group.
- Makmur, Rohana Thahier.2015.*Inovasi dan Kreativitas Manusia dalam Administrasi dan manajemen*.Bandung.Penerbit Refika Aditama.
- Munandar, D. (2011). *Customer Relationship Management Terhadap Loyalitas Pelanggan Bisnis PT. Frisian Flag Indonesia Bandung*. Majalah Ilmiah Unikom.
- Octavia, A. S., dkk. (2019). Pengaruh Customer Relationship Management (Crm) Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Business Government and Enterprise Service (Bges) Pt. Telkom Witel Sultra. *Jurnal Manajemen, Bisnis dan Organisasi (JUMBO)*, 3(1), 01-10.
- Rangkuti, Freddy.2016.*Teknik membedah kasus bisnis analisis SWOT*, Edisi Duapuluh dua. PT Gramedia Pustaka Utama, Jakarta.
- Robinette, Scott, dan Brand, C., 2001, *Emotion Marketing : The Hallmark Way of Winning Customers for Life*. USA : McGraw-Hill.
- Santouridis, Ilias dan panagiostik Trivelllas.2010.*Investigating The Impact of Service Quality and Customer Satisfaction on customer loyalty in mobile telephony in greece*. *The TQM Journal*, 22 (3), 330-343.
- Sugiyono.2016.*Metode Penelitian Manajemen*.CV Alfabeta: Bandung.
- Swastha, Basu Dharmesta dan T. Hani Handoko.2015. *Manajemen Pemasaran-Analisis Perilaku Konsumen*. Yogyakarta: BPFE.
- Swastha, Basu Dharmesta dan T. Hani Handoko.2017. *Manajemen Pemasaran-Analisis Perilaku Konsumen*. Edisi III, Yogyakarta: BPFE.
- Tjiptono, F. 2002. *Marketing strategy*. Yogyakarta : Publisher Andi.

Zeithaml, V., A, dan Bitner, M., J, 2003, Service Marketing, New York : McGraw Hill Inc.