

DAFTAR PUSTAKA

- Anderson, J.C., & Gerbing, D.W., 1988, Structural Equation Modelling in Practice: A Review ad Recommended Two-Step Approach, *Psychological Bulletin*, 193(3), pp.411-23.
- Arbuckle, J.L. 1997, *Amos User's Guide*, Version 3.6. Chicago: Smallwaters Corporation.
- Bendapundi, B., Berry, L.L. 1997. Customers' Motivation for Maintaining Relationship with Service Providers. *Journal of Retailing*. 73(1).
- Carmen, Raquel, C., Filipe, L., 2005.The Relqual Scale : A Measure od Relationship Quality in Export Market Ventures. *Journal of Business Research*, 58 , 1040-1048.
- Cooper, R.D dan Emory W.C. ,1995, *Business Research Methods* 5th et. London, Richard D Irwin, Inc.
- Crosby, L., Evans, K. & Cowles, D.. 1990. Relationships quality in services selling: an interpersonal influence perspective. *Journal of Marketing*, 54 (July), 68-81.
- Dwyer, F. R., Shurr, P. H. & Oh, S.. 1987. Developing buyer-seller relationships. *Journal of Marketing*, 51 (2), 11-27.
- Ferdinand, A., 2000, "Structural Equation Modelling dalam penelitian manajemen", BP Undip.
- _____, 1999, *Strategy Pathway Towards Sustainable Competitive Advantage* . March.
- Fornell, C., and Wernerfelt, B., 1987, Defensive marketing strategy by customer complaint management; a theoretical analysis, *Journal of Marketing Research*, Vol.24, pp.337-46.
- Ghozali, Imam, 2002, *Aplikasi Analisis Multivariate Dengan Program SPSS*, BP Undip.
- Hadi, S., 1990, *Metodologi Riset*, Andi Offset, Yogyakarta.

- Hair Jr, J. .F, Rolph E A., Ronald L. T.and William C. B.1995, *Multivariate Data Analysis with Readings*, Fourth Edition, Prentice Hall International Editions.
- Hulland, J., Chow, Y. H. & Lam, S. 1996. Use of causal models in marketing research: A. review. *International Journal of Research in Marketing*, 13, pp, 181-197.
- Indriantoro, N., dan Supomo, B., 1999, *Metodologi Penelitian Bisnis: Untuk Akuntansi dan Manajemen*, BPFE, Yogyakarta Infobank, 2006.
- Institut Teknologi Bandung, 2003, *Mempelajari Hubungan Antara Kualitas Relasi, Kualitas Jasa dan Kesetiaan Pelanggan Pada Penyedia Jasa (Studi Kasus Pada Industri Swalayan)*, Departemen Teknik Industri.
- John C, M., and Michael, M, 2001. Perilaku Konsumen, Edisi Kelima. Terjemahan Dr. Dwi Kartini Yahya SE, Spec., Erlangga, Jakarta.
- Kotler, P., & Armstrong, G., 1991, *Principles of Marketing*, 5th ed., Engelwood Cliffs, NJ: Prentice-Hall, Inc
- Kumar, N., Scheer, L.K., and Steenkamp, J.B.E.M., 1995, The Effects of Perceived Interdependence on Dealers Attitude, *Journal of Marketing Research*. Vol.XXXII (August), p.348-56.
- Moorman, C., Zaltman, G. & Deshpande, R.. 1992. Relationships between providers and users of market research: the dynamics of trust within and between organizations. *Journal of Marketing Research*, 29 (August), 314-328.
- Morgan, R. M. & Hunt, S. D. 1994. The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58, 20-38
- Ramsey, R.P. and Sohi, R.S., 1997, Listening to your customers: the impact of perceived salesperson listening behavior on relationships outcomes, *Journal of the Academy of Marketing science*, Vol.25, No.2, pp.127-37.
- Reischheld, F.F., & Sasser, W.E. Jr., 1990. Zero Defections: Quality Comes to Services, *Harvard Business Review*, September-October,pp.105-11

- Roberts, K., Varki, S., and Brodie, R., 2003, Measuring the quality of relationships in consumer services: an empirical study, *European Journal of Marketing*, Vol. 37, No.1/2.
- Sekaran, U., 1992., *Research Methods for Business: A Skill Building Approach*, Second ed. John Willey and Sons inc. Singapore.
- Singarimbun, M., Effendi, S. 1989, *Metode Penelitian Survai*, LP3ES, Jakarta.
- Sumarni,M., 1997. Marketing Perbankan.Liberty, Edisi Revisi. Yogyakarta.
- Storbacka, K., Strandvik, T., Gronroos, C. 1994. Managing Customer Relationship For Profit. *International Journal of Service Industry Management*, Vol 5, No.5, 1994, pp 21-28.
- Woworuntu, B. , 1997. *Dasar-dasar Ketrampilan Melayani Nasabah Bank*. PT. Gramedia Pustaka Utama. Jakarta
- Zeithaml, V.A., and Bitner, M.J., 1996, *Service Marketing*, The McGraw-Hill Companies, Inc., Singapore.

