

## DAFTAR PUSTAKA

- Bambang Supomo, Nur Indrianto, 2001 “*Pengaruh struktur dan Kultur Organisasi Terhadap Ke-efektifan Anggaran Partisipatif Dalam Rangka Meningkatkan Kinerja Manajer*”, *Kelola* No.18/VII/2000, Yogyakarta
- Engel, James F, Roger D Blackwell and Paul W Miniard, 2000, *Consumer Behaviour, 6<sup>th</sup> Edition*, New York, Driden Press.
- Ewing, Dover and Olson, 2001,”*Linking Service Quality, Customer Satisfaction and behavioural Intention, Journal of Helath Care Marketing*, Vol.4, No.9
- Fandi Tjiptono, 2004, *Manajemen Jasa*, Andi, Yogyakarta
- Ghozali, Imam, 2002, *Aplikasi Analisis Multivariate Dengan Program SPSS*, Badan Penerbit UNDIP, Semarang
- Hair JR, Joseph F. Role E Anderson, Ronal I Tatham & William C Balck, 2002, *Multivariate Data Analysis Reading*, Fouth Edition, Prentice Hall International Inc.
- Kotler, Philip and Armstong, Gary, 2002,”*Prinsip-prinsip Pemasaran*,” Edisi Ke-3, Penerbit Erlangga
- Kotler, Philip, 2002, “*Manajemen Pemasaran – Analisis, Perencanaan Implementasi dan Pengendalian*, Jilid 1-2, Edisi Indonesia, Salemba Empat, Jakarta.
- Lavelock, Cristopher H, 2001, *Service Marketing*, Secon Edition, USA : Prentice Hall International. Inc
- Parasuraman A, Valarie A Zeithaml & Leonard L, Berry, 2003,”*Reassesment of Expectation As A Comparison Standart In Measuring Servive Quality : Implication For Futher Research,*’ *Journal Of Marketing*, Vol. 58, pp:111-124
- Peterson, Robin, 2001, *Marketing A Contemporary Intruduction*, John Wiley & Sons, Inc, Santa Barbara.
- Saifudin Azwar, 2000,*SPSS Olah Data Statistik*, PT.Elex Media Computrindo, Gramedia, Jakarta

- Santoso, Singgih, 2000, *SPSS Mengolah Data Statistik Secara Profesional, Edisi Ke-2*, PT. ELex Media Komputerindo, Jakarta
- Santoso, Singgih dan Fandy Tjiptono, 2001, *Riset Pemasaran Konsep dan Aplikasi dengan SPSS*. Penerbit PT.Elex Media Komputerindo, Jakarta
- Santoso, Singgih, 2004, *Mengatasi Berbagai Masalah Statistik dengan SPSS Versi 11.5*, PT. Elex Media Komputindo, Kelompok Gramedia, Jakarta.
- Tse David K & Peter Wilton, 2003 Model of Consumer Satisfaction Formation : An Extension,” *Journal of Marketing Research*, Vol. XXV, pp: 204-212