

## DAFTAR PUSTAKA

- Ade Paul, Lukas, 2001, Makalah Seminar : *Customer and Partner Relationship Management, Telematic Research Group.*
- Barnes, James G, Diterjemakan Andreas Winardi, 2003. *Secrets of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan).* Yogyakarta: Andi.
- Fullerton, Gordon. 2004. *Putting the Relationship in CRM.* The Workplace Review.
- Gebert, Henning, Malte Geib, Lutz Kolbe, and Walter Brenner. 2003. *Knowledge-enabled Customer Relationship Management: Integrating Customer Relationship Management and Knowledge Management Concepts [1].* Journal of Knowledge Management. ([https://www.alexandria.unisg.ch/export/DL/Walter\\_Brenner/204905.pdf](https://www.alexandria.unisg.ch/export/DL/Walter_Brenner/204905.pdf)). Diakses pada 4 September 2013 pukul 9.30 WIB.
- Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate Dengan SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.
- Gordon, Ian. 2002., *Best Practice: Customer Relationship Management.* Ivey Management Services : Business Journal November/December. ([http://www.zarate-consult.de/kosvet3/alb/m5/KEET\\_M5\\_LU3\\_L1/best-practices-CRM.pdf](http://www.zarate-consult.de/kosvet3/alb/m5/KEET_M5_LU3_L1/best-practices-CRM.pdf)). Diakses pada 3 September 2013 pukul 18.00 WIB.
- Griffin, Jill. 2005. *Customer Loyalty: How To Keep It, How To Earn It.* Edisi Revisi. Bahasa Indonesia. Jakarta: Erlangga.
- Imasari, Kartika dan Nursalin, Kezia Kurniawati. 2011. *Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Pada PT. BCA Tbk.* Jurnal Ekonomi, Vol. 10, No.3, Hal. 183-192, Desember 2011. (<http://www.unisbank.ac.id/ojs/index.php/fe2/article/download/474/330>). Diakses pada 6 September 2013 pukul 22.40 WIB.
- Isnalia, Desi. 2008. *Pengaruh Customer Relationship Marketing Terhadap Loyalitas pelanggan PT. JAVA STAR TOUR dan TRAVEL BANDUNG.* Departemen Manajemen, Fakultas Bisnis dan Manajemen, Universitas Widyatama. (<http://repository.widyatama.ac.id/xmlui/handle/10364/929>). Diakses pada 13 September 2013 pukul 07.28 WIB.

Kotler, Philip. 2005. *Manajemen Pemasaran, Jilid 2, Edisi Kesebelas*. Jakarta: PT Indeks Kelompok Gramedia.

Kotler, Philip dan Gary Armstrong. 2008. *Dasar-dasar Pemasaran (Terjemahan, Edisi 12, Jilid 1)*. Jakarta: PT Indeks Gramedia.

Kotler, Philip dan Kevin Lane Keller. 2006. *Marketing Management*. Jakarta: Pearson International Edition.

\_\_\_\_\_. 2007. *Manajemen Pemasaran (Terjemahan, Edisi 12, Jilid 1)*. Jakarta: PT Indeks Kelompok Gramedia.

Kumar, Vijay dan Reinartz, Werner J. 2006. *Customer Relationship Management A Database Approach*. USA : Jhon Wiley & Sons.

Mariana, Indra. 2013. *Pengaruh Customer Relationship Management terhadap Loyalitas Pelanggan Pada Salon Mobil Kilat Service Di Pekanbaru*. Jurnal Ekonomi Universitas Riau. (<http://repository.unri.ac.id/bitstream/123456789/1868/1/Jurnal%20Indra%20Mariana.pdf>). Diakses pada 8 September 2013 pukul 20:29 WIB.

Mario. 2008. *Pengaruh CRM Terhadap Kepuasan Nasabah pada PT.Bank Negara Indonesia (Tbk) Persero Cabang Pematang Siantar*. Medan: UMSU.

Munandar, Dadang. 2011. *Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Bisnis PT. Frisian Flag Indonesia Bandung*. Bandung : Jurnal Ilmiah UNIKOM . (<http://jurnal.unikom.ac.id/jurnal/customer-relationship.m/vol-71-artikel-12.pdf>). Diakses pada 13 September 2013 pukul 07.28 WIB.

Osborne, Cathy. 2002. *Strategy: Managing Customer Relationships*. SMPS Marketer.

Panda, Tapan.K. 2003. *Creating Customer Life Time Value Through Effective CRM in Financial Services Industry*. Journal Services Research Vol 2, Number 2.

Riduwan. 2009. *Metode dan Teknik Menulis Tesis*. Bandung: Alfabeta.

Sharp, Duane E. 2003. *Customer Relationship Management Systems Handbook*. London: Auerbach Publications.

Storbacka, Kaj dan Lehtinen, Jarmo R., (2001). *CRM: Creating Competitive Advantage Through Win Win Relationship Strategies*. Singapore: McGraw Hill.

Sugiyono. 2012. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta

Tunggal, Amin Widjaja. 2008. *Dasar-dasar Customer Relationship Management*. Jakarta: Harvarindo.

Umar, Husein. 2005. *Metode Riset Bisnis*. Jakarta: Gramedia Pustaka Utama.

Wagner, William and Michael Zubbey. 2007. *Customer Relationship Management: A People, Process, And Technology Approach*. Boston : Thomson Course Technology.

Zeithaml, Valarie A., Bitner, dan Gremler. 2006. *Service Marketing 2nd Edition*. Singapore : McGraw Hill.

Zikmund, William G, Raymond Mc Leod Jr, and Faye W. Gilbert. 2003. *Customer Relationship Management: Integrating Marketing Strategy and Information Technology*. USA : John Wiley & Sons Inc.

[www.posindonesia.co.id](http://www.posindonesia.co.id)

UNIVERSITAS NEGERI  
MEDAN  
UNIMED

THE  
Character Building  
UNIVERSITY