

DAFTAR PUSTAKA

- Aaker David A, 1991, **Managing Brand Equity, Capitalizing on the Value of a Brand Name**, The Free Press:New York.
- _____, 1996, **Building Strong Brands** 1 st ed., The Free Press: New York.
- _____, and Kevin L. Keller, 1990, "Consumer Evaluations og Brand Extention," **Journal of Marketing**, 54 (Januari),27-41.
- Akimova, I., 2000, Development of market orientation and competitiveness of Ukrainian firms, **Journal of Marketing** 34, 9/10, pp.1128-1148.
- Ardianto, Eka (1999), "Mengelola Aktiva Merek : Sebuah Pendekatan Strategis";**Forum Manajemen Prasetya Mulya**, No. 67, p.34-39.
- Anderson, E.W; Fornell, C and Lehmann, D.R, 1994, "*Customer Satisfaction, Market Share, and Profitability: Findings From Sweden,*" **Journal of Marketing**, Vol.58,p.53-66
- Band, William, A, 1991, **CreatingValue for Customers**, John Wiley and Sons Inc.
- Basuswasta Dharmamesta, 1993, "Perilaku Berbelanja Konsumen Era 90-an dan Strategi Pemasaran", **Jurnal Ekonomi dan Bisnis**, No. 1 VIII, Yogyakarta
- Chintagunta, Pradeep K, (1999), "Variaety Seeking, Purchase Timing, and The Ligthning Bolt Brand Choice Model," **Management Science**, Vol. 45, No.4, April, 486-498
- Chin Tsai Lin, Su Man Wang, and Huei Ying Hsieh, (2003), "The Perpindahan merek Behavior of Taipei Female Consumers When Purchasing U-V Skincare Products, **International Journal of Management**, Vol.20, No.4, December, 443-452
- Cooper, D.R dan Emory, C.W (1995), **Bussiness Research Methods**, Fifth Edition, USA: Richard D. Irwin, Inc.
- Cooper, 1994, "New product: the factors that drive success", **International marketing Review**, Vo.11 No.1.

- Cooper R. G and E. J kleinschmidt (1987), "What Makes a New Product a Winner: Success Factors at The Project Level", **R & D Management**, 175-189
- Dodson, Joe A; Alice M Tybot, and Brian Strenthal, (1986), "Impact of Deals and Deal Retraction on Perpindahan merek," **Journal of Marketing Research**, ABI/INFORM Archive Complete
- Edvardsson, Thommason Bertie & Ovretveit John, (1994), **Quality of Service: Making It Really Work**, Cambridge: Mc. Graw-Hill International (UK) limited.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W., (1995), **Consumer Behavior**, 8th Ed, Orlando: The Dryden Press.
- Fitzsimmons J.A. dan Fitzsimmons, M.J. (1994), **Service Management for Competitive Advantage**, McGraw-Hill, Inc: New York.
- Ferdinand A, 2004, **Structural Equation Modelling Dalam Penelitian Manajemen**, Semarang : Badan Penerbit Universitas Diponegoro.
- Gasperz, V. (1997), **Manajemen Kualitas: Penerapan Konsep-Konsep Kualitas dalam Manajemen Bisnis Total**, Penerbit PT Gramedia Pustaka Utama, Jakarta.
- Givon, Moshe, (2001), "Variety Seeking Through Perpindahan merek," **Marketing Science**, Vol.3, No.1, Winter, 1-22
- Gronroos, Christian, 1990, "Relationship Approach to The Marketing Function in Service Contexts", **Journal of Business Research** 29 (1): 3-12
- Gronroos, Christian, 1994, "The Marketing Strategy Containuum: Toward A marketing Concept for the 1990's", **Management Decision** 29(1): 7-13
- Handoko, H. (1998), **Implementasi TQM di perguruan Tinggi**, Makalah disajikan pada seminar akademik dalam rangka dies Natalis ke XXXI AKS TARAKANITA Yogyakarta pada tanggal 28 Maret.
- Hair, J.F., Jr., R.E. Anderson, R.L., Tatham & W.C. Black, (1995), **Multivariate Data Analysis With Readings**, Englewood Cliffs, NJ: Prentice Hall.
- Juran, J.M., Gryna, F.M., and Bingham, R.S. 91979), **Quality Control Handbook**, New York: McGraw-Hill.
- Keaveney, Susan M, (1995), "Customer Switching Behavior in Service Industries: An Exploratory Study," **Journal of Marketing**, Vol.59, April, 71-82

- Kotler, Philip, (1997), **Marketing Management: Analysis, Planning, Implementation, and Control**, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.
- Kraajewski, L.J. dan Ritzman, L.P. 91996), **Operations Management: Strategy and Analysis**, Fourth Edition, Addison-Wesley publishing Company: Massachusetts.
- Li, Tiger, Roger J Calantone, 1998, The Impact of Market Knowledge Competence on New Product Advantage: Conceptualization and Empirical Examination, **Journal of Marketing**, Vol. 62, Oktober, p. 13-29
- Loundon, David L. and Dela Bitta, Albert J, 1993, **Consumer Behavior, Concepts and Applications**, 4th ed., McGraw-Hill, Inc:New York.
- Mazursky, David; Priscillia LaBarbera; Al Aileo, (1998), "When Consumers Switch Brand," **Psychology and Marketing**, ABI/INFORM Archive Complete
- Mital, Vikas, William T. Ross and Patrick M Baldasare, 1998, "The Asymetric Impact of Negative and Positive Attribute Level Performance on Overall Satisfaction and Repurchase Intentions," **Journal of Marketing**, vol.62,pp.33-47.
- Levit, T., 1997, **Imajinasi Pemasaran**, penerbit Erlangga, Jakarta.
- Lovelock, Christoper (1988), **Managing Service: Marketing, Operations and Human Resources**, London: Prentice Hall Int Inc.
- Oliver, Richard L, (1993), "A Conceptual Model of Service Quality and Service Satisfaction: Compatible Goals, Different Concept," **Advance in Service Marketing and Management**, Vol.2, pp. 65-85.
- Oliver, Richard L., 1997, **Satisfaction: A. Behavioral Perspective on The Consumer**, McGraw-Hill: New York
- Parasuraman. A., Zeithaml, V.A. dan Berry, L.L (1994), "Reassessment of Expectations as a Comparison Standar in Measuring Service Quality: Implication for Further Research, "**Journal of Marketing**, January (58): 111-124.

- Parasuraman, A., Berry, L.L., and Zeithaml, A.V., (1985), "A Conceptual Model of Service Quality and Its Service Quality and Its Implication for Future Research," in B.M. Enis, K.K. Cox, and M.P. Mokwa (Eds), *Marketing Classics: A Selections of Influential Articles*, 8th Ed., Engewood, Cliffs, NJ: Prentice Hall International, Inc.
- (1988), "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, Vol. 64, No. 1, Spring, 12-40.
- (1990), *Delivery Quality Service: Balancing Customer Perceptions and Expectation*, New York: The Free Press Adivision of Macmillan, Inc.
- Porter, M (1993), *Competitive Advantage*, The Free Press: New York.
- Sekaran, Uma (1992), *Research Methods for Business: A Skill-Building Approach*, Second Edition, John Wiley & Sons, Inc., New York.
- Sconberger, J.R. dan Knod, M.E, (1997), *Operations Management Customer Fokused Principles*, Sixth Edition, IRWIN, Chicago.
- Stematis, D.H, (1996), *Total Quality Service, Principles, Practices, and Implementation*, Delray Beach: St Lucie Press.
- Taguchi, G., (1987), *System of Experimental Design*, (Vol. 1-2), UNIPUB/Kraus International Publication, N.Y: White Plains.
- Tjiptono, F., (1997), *Total Service Quality*, Yogyakarta: Andi Offset.
- Trisnantoro, F., 1996, *Manajemen Jasa*, Andi, Yogyakarta.
- Too Leanne H.Y, Souchon Anne L, and Thirkell Peter C., 2000, "Relationship Marketing and Customer Loyalty in A Retail Saetting: A Dyadic Exploration", *Aston Bussines School Research Institute*, ISBN No.185449 520 8, June, pp. 1-36
- Van Trijp, Hans; Wayne D Hoyer; and Jeffrey Inman, (1996), "Why Switch?Product Category Level Explanations for True Variety Seeking Behavior," *Journal of Marketing Research*, Vol. XXXIII, (August), 281-292
- Woodside, Arch G., Lisa L. Frey, and Robert Timothy (1989), "Linking Service Quality, Customer Satisfaction, and behavioral Intention," *Journal of Health Care Marketing*, 9 (December), 5-17

Zeithaml, Valerie A, 1987, "Defining and Relaying Price, Perceived Quality, and Perceived Value," **Marketing Science, Institute**, Cambridge, MA Report No.87-101

