

REFERENCES

- Aan Komariah, Djam'an Satori. (2012). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Amstrong. Kotler. 2003, *Dasar-dasar Pemasaran, Jilid 1, Edisi Kesembilan*, Penerbit PT. Indeks Gramedia, Jakarta
- Andreassen, T. W. (1994). Satisfaction, loyalty and reputation as indicators of customer orientation in the public sector. *International Journal of Public Sector Management*, 7(2), 16-34.
- Anwar, Sanusi. 2014. *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Anwar, Yesmil & Adang, (2013), *Sosiologi Untuk Universitas*, Cetakan Pertama, Bandung, PT Refika Aditama
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian : Suatu Pendekatan Praktik*.
- Batinggi, Ahmad (1999). *Manajerial Pelayanan Umum*. Jakarta: Universitas Terbuka.
- Blaxter, L., Hughes, C., & Tight, M. 2001. *How To Research*. Maidenhead: Open University Press.
- Calderon, JF dan EC Gonzales. 1993. *Methods of Research and Thesis Writing*. Manila: National Book Stores
- Calderon, JF dan EC Gonzales. 1993. *Methods of Research and Thesis Writing*. Manila: National Book Stores
- Creswell, John W. 2003. *Research Design: qualitative, quantitative, and method approached*. California. Sage Publication, Inc.
- Danang, Sunyoto. (2013). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama Anggota Ikapi.
- Dewi, Sensi Tribuana. 2006. *Analisis Pengaruh Orientasi Pasar dan Inovasi Produk terhadap Keunggulan Bersaing untuk meningkatkan Kinerja Pemasaran (Studi pada Industri Batik di Kota dan Kabupaten Pekalonga)*. Published Tesis S2, Universitas Diponegoro, Semarang.
- Drucker, P. F.: *The New Society of Organizations*, Harvard Business Review, Sept.-Oct., pp. 95-104, 1992
- Fahmi, Irham. 2013. *Perilaku Organisasi. Teori, Aplikasi Dan Kasus*. Bandung: Alfabeta
- Goyal, A. (2004). Role of supplementary services in the purchase of credit card services in India. *Asia Pacific Journal of Marketing and Logistics*, 16(4), 36-51.
- Hadi, Sutrisno. 1989. *Metodologi Research Jilid I & II*. Yogyakarta : Andi Offset

- Hamidi. 2004. *Metode Penelitian Kualitatif*. Malang: UMM Press
- Handoko, T. Hani. 2011. *Manajemen Personalia dan Sumberdaya Manusia*. Yogyakarta: Penerbit BPFE.
- Hasan, M. Iqbal, *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*, Ghalia Indonesia, Bogor, 2002.
- Indriantoro, Nur and Bambang Supomo. 2014. *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*. Edisi 1. Cetakan ke-12. Yogyakarta: BPFE.
- Jonsheer, C.: *An Economic Study of the Information Technology Revolution, in Information Technology and the Corporation of the 1990s*, T. J. Allen and M. S. Scott Morton (Eds.), Oxford University Press, New York, pp. 5-42, 1994
- Kerlinger, F.N, *Foundations of behavioral research*, Delhi: Surjeet Publications, 1978,
- Kotler, Keller. (2009). *Manajemen Pemasaran 1*. Edisi ketigabelas. Jakarta: Erlangga.
- Kotler, P., Bowen, J. & Makens, J. 1999, *Marketing for hospitality and tourism*, (International ed), New Jersey: Prentice Hall
- Lovelock, C, dan John Wirtz, 2011. “*Pemasaran Jasa Perspektif edisi 7*”. Jakarta : Erlangga.
- Lovelock, C., dan Gummesson. (2011). *Pemasaran Jasa (Seventh ed.)*. Erlangga
- Lovelock, Christopher dan Wirtz, Jochen. 2011. *Services Marketing : People, Technology, Strategy*. 7th edition. Pearson.
- Lovelock, Christopher dan Wirtz, Jochen. 2011. *Services Marketing : People, Technology, Strategy*. 7th edition. Pearson.
- Lovelock, C and Wirtz, J. (2004). “*Services Marketing*”, Fifth Edition, Prentice Hall, New Jersey
- Machlup, F.: *The production and Distribution of Knowledge in the United States*, Princeton University Press, Princeton NJ, 196245.
- Moleong, Lexy J, 1991, *Metodologi Penelitian Kualitatif*, Bandung : PT. Remaja Rosdakarya
- Moleong, Lexy J. 2013. *Metode Penelitian Kualitatif*. Edisi Revisi. Bandung : PT. Remaja Rosdakarya
- Nasution, M. N. (2004). *Manajemen Jasa Terpadu*. Bogor: Ghalia Indonesia
- Ng, I.C.L., & Forbes, J. (2009). *Education as service: The understanding of university experience through the service logic*. *Journal of Marketing for Higher Education*

- Penrose, E. T.: The Theory of the Growth of the Firm, Basil Blackwell, New York, 1959
- Ratminto dan Atik Septi Winarsih. (2015). Manajemen Pelayanan. Yogyakarta: Pusataka Pelajar.
- Robbins, Stephen. Judge, Timothy. (2012). Perilaku Organisasi. Edisi 16. Jakarta. Jakarta: Salemba empat
- Shavrovskaya, M. N. (2013). Personnel client oriented approach – the forming and estimation
- Siswanto. 2012. Pengantar Manajemen. Jakarta: Bumi Aksara
- Stewart, T. A: Intellectual Capital, the new wealth of organisations, DoubledayCurrency, New York, 1997
- Sugiyono, (2008). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung Alfabeta.
- Sugiyono. (2005). Memahami Penelitian Kualitatif. Bandung: CV. Alfabeta.
- Sugiyono. (2009). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
- Sugiyono. 2010. Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta
- Sugiyono. 2013. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta
- Sveiby, K-E.: Transfer of Knowledge and the Information Processing Profession, European Management Journal, Vol. 14, No. 4, pp. 379-388, 1996
- Yazid. 2008. Pemasaran Jasa: Konsep dan Implementasi. Yogyakarta. Ekonisia