

DAFTAR PUSTAKA

- About ACE. (2014). Retrieved April 7, 2014, from ACE Hardware Web site: <http://acehardware.co.id/>
- Barnett, Arnold dan Saponaro, Anthony. (1985). *The Parable of the Red Line Interfaces*, (vols. 15:12), pp.33-39. March-April 1985.
- Carman, J., (1990), Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions. *Journal of Retailing*, 66, 33-55
- Lovelock, Christopher, dan Wirtz, Jochen. (2011). *Services Marketing: People, Technology, Strategy*. Pearson Education Limited.
- Cravens, D. W. (1996). *Pemasaran Strategi*. Erlangga.
- Cronin, J. Joseph Jr, dan Taylor, Steven. (1992). Measuring Service Quality : Reexamination and Extension. *Journal of Marketing*.
- Dabholkar, P.A., Thorpe, D.I., dan Rentz, J.O. (1996). A Measure of Service Quality for Retail Stores: Scale Development and Validation. *Journal of the Academy of Marketing Science*, 24 (1), 3–16.
- Dabholkar, P.C., Shepherd, D., dan Thorpe, D.I. (2000). A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study. *Journal of Retailing*, 76 (2), 139-73.
- Ghozali, I. (2005). *Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gudono. (2011). *Analisis Data Multivariat*. Yogyakarta: BPFE-Yogyakarta.
- Gujarati, Damodar. (2006). *Dasar-Dasar Ekonometrika*. Jakarta: Erlangga.
- Kotler, P. (2005). *Marketing Management*, 11th edition. Pearson Prentice Hall, New Jersey.
- Kotler, P. dan K. L. Keller. (2009). *Marketing Management*, 13th edition, Pearson Prentice Hall, New Jersey.

- Kotler, P. dan K. L. Keller.. (2012). *Marketing Management*, 14th edition, Pearson Prentice Hall, New Jersey.
- Mowen, J. (2000). *The 3M Model of Motivation and Personality*. Norwell, MA: Kluwer Academic Press.
- Nurhikmat, B. (2013, December 20). Prediksi Pertumbuhan Retail 2014. Retrieved April 15, 2014, from blog noerhikmat: <http://blognoerhikmat.wordpress.com/2013/12/20/prediksi-pertumbuhan-retail-2014/>
- Pallant, J. (2007). *SPSS Survival Manual Third Edition*. Sydney: Ligare Book Printer
- 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, *Journal of Retailing*.
- Parasuraman, A., Berry, L.L., and Zeithaml, A.V., (1988), SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, Vol. 64, No. 1, Spring, 12-40.
- Parasuraman, A., Berry, L.L., and Zeithaml, A.V., (1990), *Delivery Quality Service: Balancing Customer Perceptions and Expectation*, New York: The Free Press Adivision of Macmillan, Inc.
- Rangkuti, F. (2004). *Riset Pemasaran*. Cetakan Kelima. Jakarta: PT. Gramedia Pustaka Utama.
- Sekaran, U. dan R. Bougie. (2010). *Research Methods For Business* (4th Edition). New York: John Willey & Sons Ltd.
- Soeratno dan Arsyad, L. (2003). *Metodologi Penelitian: Untuk Ekonomi dan Bisnis*. Yogyakarta: Bina Aksara.
- Sugiyono. (2008). *Metode Penelitian Bisnis*, Cetakan keduabelas. Bandung: Alfabeta.
- Tabachnick, B. G., dan L. S. Fidell. (2007). *Using Multivariate Statistics* (5th ed.). California: Pearson Education Inc.
- Tjiptono, Fandy, dan Chandra, Gregorius. (2005). *Service, Quality & Satisfaction*. Yogyakarta: Andi.
- Tjiptono, Fandy. (2006). *Manajemen Pelayanan Jasa*. Yogyakarta: Andi.

Wicaksono, R. (2012, November 15). business strategy: sejak awal ace hardware fokus pada kepuasan pelanggan. Retrieved April 7, 2014, from swa web site: <http://swa.co.id/business-strategy/sejak-awal-ace-hardware-fokus-pada-kepuasan-pelanggan>

Wilkie, W. (1990). *Consumer Behavior* 2nd ed. New York: John Wiley & Sons.