

DAFTAR PUSTAKA

Bachri, Bachtiar. 2010. Meyakinkan Validasi Data Melalui Triangulasi. *Jurnal Teknologi Pendidikan*. Vol.10 No.1. 8:10

Bang Nguyen, Dilip S. Mutum, (2012) "A review of Customer relationship management: successes, advances, pitfalls and futures", *Business Process Management Journal*, Vol. 18 Issue: 3, pp.400-419

Buttle, F, (2009). *Customer Relationship Management Concept and Technologies*. Oxford: Butterworth-jeineman

James G barnes, *Secret of Customer Relationship Management*, (Yogyakarta: Adi,.2003), h.28

Kotler dan Amstrong. (2004). Prinsip-prinsip *Marketing*, Edisi Ketujuh, Penerbit Salemba Empat, Jakarta

Kotler and Armstrong. (2012). *Principles of Marketing 14th Edition*. Essex, England Pearson *Education Limited*.

Kotler and Keller.(2009). *Marketing Management 13th Edition*. New Jersey. Pearson Prentice Hall

Kotler and Keller.(2009). *Marketing Management 13th Edition*. New Jersey. Pearson Prentice Hall

Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc

Kotler and Lane. (2007). *Marketing Management 12th Edition*. India. Prentice-Hall

Lovelock, C. (2011). *Service Marketing 7th Edition*. New Jersey: Pearson prentice Hall.

Lukas Ade. 2001. *Customer Relationship Management*, CRM Slide Presentation. Jakarta: Ciptamaya.

Sugiyono, 2007. Metodologi Penelitian Bisnis. PT. Gramedia. Jakarta.

Miles and Huberman.. (2007). Analisis Data Kualitatif Buku Sumber tentang Metode-Metode Baru. Terjemahan Tjetjep Rohendi Rohisi. Jakarta: Universitas Indonesia.

Nyyakamp, M. (2011). *The Customer differential: the complete guide to implementing Customer relationship management*. New York: AMACOM

Priyadi. (2018).
<https://eksplorasi.datasaham.wordpress.com/2018/03/01/memahami-pentingnya-kepuasan-dan-loyalitas-konsumen>. (Diakses 3 maret)

Tjiptono, Fandy dan Anastasia Diana. 2003. Total Quality Manajemen. Edisi Revisi. Andy: Yogyakarta
Siyoto, S. d. (2015). *Dasar Metodologi Penelitian*. (Ayup, Penyunt.) Yogyakarta: Literasi Media Publishing

Umanailo, M. 2018. Teknik Praktis Grounded Theory Dalam Penelitian Kualitatif. <https://www.researchgate.net/publication/324138789>

Wibowo Adi. 2008. Melakukan Negoisasi. DISAJIKAN PADA PENDIDIKAN DAN LATIHAN PROFESI GURU (PLPG) BIDANG KEAHLIAN MANAJEMEN BISNIS 1:3

Wibowo Arif. 2012. CRM Sebagai Strategi Membangun Loyalitas Pelanggan. Majalah Ilmiah Ekonomika. 1:38