

## DAFTAR PUSTAKA

- [1] Alma, Buchari. Pengantar Bisnis. Penerbit Alfabeta Bandung, 2010.
- [2] Kotler, Phillip & Garry Armstrong. Principles of Marketing. 11th Edition, Prentice Hall International Inc. New Jersey, 2006.
- [3] Kim, Hyung-Su, dan Kim, Young-Gul. "A Study on Developing CRM Scorecard". Proceedings of the 40th Hawaii International Conference on System Sciences. Hawaii, 2007.
- [4] Kalado Rinny E. "Customer Relationship Management dan kualitas pelayanan pengaruhnya terhadap loyalitas konsume di PT Matahari Dept Store Manad", Fakultas Ekonomi dan Bisnis, Jurusan Manajemen, Univ Sam Ratulangi Manado, Vol ,1 No 4, Manado, 2013
- [5] Wijayanti, Teti and . I. Azhari, "Pengembangan Customer Relationship Management Berbasis Web pada Griya Muslim Flora," 2009.
- [6] <http://books.google.co.id/books?id=1aQqbP6MNJoC&pg=PA144&dq=pengertian+Customer+Management+Relationship> #PPA142,M1, hal. 142.
- [7] Ibid, hal. 145.
- [8] Building Customer Relationship Management - Part of Kapita Selekt III Management Economy – Binus University 16th October 2008 (<http://www.scribd.com/doc/7474253/Building-Customer-Relationship-Management> #document\_metadata)
- [9] CRM Krisitin Anderson dan Carol Kerr hal 15
- [10] [http://id.wikipedia.org/wiki/Manajemen\\_hubungan\\_pelanggan](http://id.wikipedia.org/wiki/Manajemen_hubungan_pelanggan)
- [11] Judith W. Kincaid, Customer Relationship Management Getting it Right, Prentice Hall International Inc., New Jersey, 2003, hal 37.
- [12] Ibid hal. 41.
- [13] Yurong Xu, David C. Yen, Binshan Lin dan David C. Chou, "Adopting Customer Relationship Management Technology", Industrial Management & Data System 102/8 2003, hal. 442.
- [14] [http://id.wikipedia.org/wiki/Manajemen\\_hubungan\\_pelanggan](http://id.wikipedia.org/wiki/Manajemen_hubungan_pelanggan)
- [15] Reference : CRM Unplugged "Realsing CRM's strategic Value" (buku ebook)

[16] <http://books.google.co.id/books?id=SJxBBsBGWMC&printsec=frontcover&dq=Customer+Relationship+Management>

[17] Parvatiyar, A. & Jagdish N., 2002, "Customer Relationship Management : Emerging Practice, Process, and Discipline", Journal of Economic and Social Research, hal.1-34

[18] Judith W. Kincaid, Op Cit hal. 49.

[19] [http://www.goodwill.co.id/download/OpenBrochure\\_Sugar.pdf](http://www.goodwill.co.id/download/OpenBrochure_Sugar.pdf)

[20] Stanley A. Brown dan Moosha Gulycz, Performance Driven CRM : How to Make Your Customer Management Vision a Reality, John Wiley & Sons, Canada, 2002, hal. 31

[21] <http://dspace.widyatama.ac.id/bitstream/handle/10364/929/bab123.pdf?sequence=1>

[22] Judith W, Kincaid, Customer Relationship Management Getting It Right, Prentice Hall

International Inc., New Jersey, 2003, hal. 44.)

[23] Judith W. Kincaid, Op Cit hal.50.

[24] How to measure performance- A handbook of techniques and tools

[25] Stanley A. Brown dan Moosha Gulycz, Op Cit, hal. 66.

[26] Jonghyeok Kim, Euiho Suh dan Hyunseok Hwang, Op Cit hal. 7.

[27] Ibid, hal. 11.

[29] T.L. Saaty, Op Cit, hal.5.

[29] Saaty, T.L., 1994, Fundamentals of Decision Making and Priority Theory with the Analytic Hierarchy Process, RWS Publications, Pittsburgh PA., 1994, p337.

[30] T.L. Saaty, Op Cit, hal.5.

[31] [http://www.scribd.com/document\\_downloads/2908406?extension=pdf&secret\\_pass\\_word=](http://www.scribd.com/document_downloads/2908406?extension=pdf&secret_pass_word=)

[32] T.L Saaty, The Analytical Hierarchy Process, hal.55.

[33] T.L. Saaty, Decision Making for Leaders – The Analytical Hierarchy Process for Decision In Complex World, Op Cit hal.71-74.

[34] Saaty, The Analytic Hierarchy Process, hal.49-51.

[35] <http://www.expertchice.com/customerservice/ah.htm>

- [36] Dyantina O, dkk."Penerapan Customer Relationship Management (CRM) Berbasis Web (Studi Kasus Pada Sistem Informasi Pemasaran di Toko YEN-YEN)".Jurusan sistem Informasi, Fakultas Ilmu Komputer, Univ Sriwijaya, Vol. 4, NO. 2, Palembang, 2012.
- [37] I. Gautama, "Relationship Marketing Dan Pemanfaatan Teknologi Informasi dalam Customer Relationship Management untuk Memenangkan Persaingan Bisnis," 2011.
- [38] Kalakota, R. dan Robinson, M., E - Business 2.0 Roadmap for Success, Massachusetts: Addison Wesley Longman.2001.
- [39]. Kuandre Albertus J, dkk."Penerapan Customer Relationship Management dengan Dukungan Teknologi Informasi Pada PO Chelsy". Program Studi Magister Teknik Informatika, Program Pascasarjana, Fakultas Teknologi Industri, Univ Atmajaya,Vol 1, No 1, Yogyakarta, 2013.
- [40] T. Efraim, "Sistem Pendukung Keputusan dan Sistem Cerdas," Yogyakarta , ANDI, 2005.
- [41] Kotler, Philip & Kevin L. Keller. Manajemen pemasaran jilid 1, edisi Ketiga belas, Terjemahan Bob Sabran. Jakarta: Erlangga. 2009.
- [42] Panjaitan J.E dan Ai Lili Yulianti, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada JNE Cabang Bandung", Prodi Administrasi Bisnis, Fakultas Komunikasi dan Bisnis Universitas Telkom, Vol. 11 No. 2, Bandung. 2016.
- [43] Sasongko F dan Hartono Subagio, "Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Restoran Ayam Penyet Ria".Jurusan Manajemen Pemasaran, Univ Kristen Petra, Vol. 1, No. 2, Surabaya, 2013.
- [44] Bates, John E.G., Douglas Hoffman. Managing services marketing: Text and readings. Orlando : The Dryden Press Harcourt Brace College Publisher. 2006
- [45] Tjiptono, Fandy, Manajemen Jasa, Andi, Yogyakarta. Tjiptono,2004.
- [46] Zeithaml, V.A., Parasuraman, A. dan Berry, L.L., Delivering Quality Service, New York.1990.
- [47] Kim, Jonghyeok, Euiho Suh, Hyunseok Hwang. (2003). A Model For Evaluating The Effectiveness of CRM Using The Balanced Scorecard.  
Journal of Interactive Marketing. Vol. 17, No. 2.
- [48] Brewton, James, 2009. Want to Maximize Your CRM Performance ?  
Measure It! Available: <http://jpbrewton.tripod.com/jamesbrewton/>
- [49] Nurlailah B, dkk, "Perancangan Kinerja Customer Relationship Management dengan Menggunakan Metode Customer Relationship

Management Scorecard”,Jurusan Teknik Industri, FTI, Universitas Trisakti, i ISSN: 1411-6340 13, Jakarta, 2013.

[50] Nurjaman Sidik. “Pengukuran inerja Dengan Metode Balanc

Scorecard”.Trikonomika, Vol.12, No. 2, Desember 2013.

[51] T. L Saaty. “Journal of Systems Science and Systems Engineering”, Vol. 13, 2004.

[52] Judith W. Kincaid, Customer Relationship Management Getting It Right, Prentice Hall International Inc., New Jersey, 2003, hal.49

