

## DAFTAR PUSTAKA

- Aaker, D.A. 2004. *Leveraging the Corporate Brand*. *California Management Review*. **46** (3) : 6-18.
- Abbas, Al-Refaie., Mohammad, D., AL Tahat., dan Nour Bata. 2014. *CRM/e-CRM Effects on Banks Performance and CustomerBank Relationship Quality*.
- Adkon dan Riduwan. 2006. *Metode dan Teknik Menyusun Tesis*. Bandung: Alfabeta
- Ahmad A. Al-Tit. 2015. The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention, *Asian Social Science*. **11** (23). ISSN 1911-2017.
- Akhlagh, E.M., Daghandan, A., dan Yousefnejad, S. 2014. "The impact of electronic customer relationship management in improving the marketing performance of private banks". *Interdisciplinary Journal of Contemporary Research in Business*. **6** (6) : 134-141.
- Akroush., Mamoun, N. 2011. The 7Ps Classification of the Services Marketing Mix. Revisited: An Empirical Assessment of their Generalisability, Applicability.
- Almossawi, M.M. 2014. Customer satisfaction in the mobile telecom industry in Bahrain : Antecedents and consequences. *International Journal of Marketing Studies*. **4** (6) : 87-94.
- Bowen, J.T dan Shoemaker, S. 2003. "Loyalty : a strategic commitment". *Cornell Hotel and Restaurant Administration Quarterly*. **44** : 31-46.
- Buttle, F. 2004. *Customer Relationship Management A strategic imperative in The World of e-Business*. Canada.
- Chau, M., dan Xu, J. 2012. Business intelligence in blogs: understanding consumer and community interactions. **36** (4) : 1189-1216.
- Darajeh, M.R., dan Tahajod, M. 2010. "Benefits of e-CRM for financial services providers". 2010 International Conference on the Financial Theory and Engineering (ICFTE).
- Darudiato., Suparto., dan Kevin Setiawan. 2013. *Knowledge Management: Konsep dan Metodologi*. Universitas Bina Nusantara. Jakarta

- Dávideková, M., dan Greguš ml, M. 2017. 'The concept of dynamic ad composition models tailored to customer needs based on interactive customer input', *Procedia Computer Science*. **109** : 1016–1021
- Dawes, J. 2009. Effect of rising service prices on customer retention: The role of customer moderation tenure and the breadth of relationships. *Journal of Research Services*. **11** (232).
- Delgado dan Aleman. 2012. Does brand trust matter to brand equity. *Journal of Product and Brand Management*.
- Dwyer, F.R., Schurr, P.H., and Oh, S. 1987. “Developing buyer-seller relationships”. *Journal of Marketing*. **51** (2) : 11-27.
- Finnegan, D., dan Hamid, K. 2009. Information system integration (IS) approach in health care: critical review. Inside Information Systems: Currie W, Finnegan D, editor. Integrate health care with information and communication technology. United Kingdom : Radcliffe Publishing Ltd. P. : 35-63.
- Fluss, D., 2010. Customer Retention is a priority for Mobile Phone Providers.
- Ghozali, I. 2016. Aplikasi Analisis Multivariate dengan Program IMB SPSS 21 (7thed). Semarang : UNDIP.
- Hani, H., Al-Dmour., Raed Salah Algharabat., Rawan Khawaja, dan Rand H. Al-Dmour. 2019. Investigating the impact of ECRM success factors on business performance Jordanian commercial banks.
- Harrigan, P., Schroeder, A., Qureshi, I., Fang, Y., Ibbotson, P., Ramsey, E. and Meister, D. 2010. 'Internet technology, ECRM capabilities, and performance benefits for SMEs : exploratory studies'. *International Journal of Electronic Commerce*. **15** (2) : 7-46.
- Heale, R., dan Twycross, A. 2015. *Validity and Reliability in Quantitative Studies*. *Evid Based Nurs*. **18** (3) : 66–67.
- Houriyeh Dehghanpouri., Zeynab Soltani., dan Reza Rostamzadeh., 2020. The impact of trust, privacy and quality of service on the success of E-CRM : the mediating role of customer satisfaction.
- Hwang Soo-young. 2020. A study of the relationship between e-CRM activity, trust, and loyalty and mediation effects.

- Hwang, Y. 2009. "The impact of uncertainty avoidance, social norms and innovativeness on trust and ease of use in electronic customer relationship management", *Electronic Markets*, **19** (2-3) : 89-98.
- Istijanto. 2006. *Riset Sumber Daya Manusia*. Jakarta : PT. Gramedia Pustaka Utama
- Job Dubihlela. 2014. *Impact of e-CRM Implementation on Customer Loyalty, Customer Retention and Customer Profitability for Hoteliers along the Vaal Meander of South Africa*.
- Jones, M., Mothersbaugh, D., dan Beatty, S. 2000. Switching barriers and repurchase intentions in services. *Retail Journal*. **76** : 259–274.
- Karina Anatasia Asmara Silitonga, A., Fakhrorazib., and Ridho Bramulya I. 2020. Drivers of buyer retention in e-commerce : The role of transaction characteristics and trust.
- Kim, E., dan Tadisina, S. 2003. Customer's Initial Trust in E-Business: How to Measure Customer's Initial Trust, *Proceedings of Ninth Americas Conference on Information Systems*. 35-41.
- Kimiloglu, H., dan Zarali, H. 2009. What signifies success in e-CRM? Intelligence and Marketing Planning. **27** (2) : 246-267.
- Kotler, P. 2000. *Marketing Management* . New Jersey : Prentice-Hall. Kumar.
- Laforet, S. 2013. Results of organizational innovation in SMEs: Influence of age, size and sector. *World Business Journal*, **48** (3) : 490-502
- Laudon, K., dan Traver, C. 2002. *E-Commerce: Business, Technology, Society*. Addison Wesley. Boston. MA.
- Lee-Kelley, L., Gilbert, D., dan Mannicom, R. 2003. "How e-CRM can enhance customer loyalty". *Marketing Intelligence and Planning* **21** (4) : 239-248.
- Lin JSC., Wu CY. 2011. The role of expected future use in relationship-based service retention. "Managing Service Quality". **21** (5).
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa, Teori dan Praktek*. Jakarta : Salemba Empat.
- M. Abdulai Mahmoud., Robert Ebo H., dan Maxwell Kofi A., 2020. The Effect of Trust, Commitment, and Conflict Handling on Customer Retention : The Mediating Role of Customer Satisfaction.
- Mahdavi, I., Cho, N., Shirazi, B., dan Sahebjamnia, N. 2008. "Designing pro users that develop in e-CRM with dynamic grouping of web documents", *Data and Knowledge Techniques*. **65** (2) : 355-372.

- Marshellina., dan Hartiwi Prabowo. 2013. Pengaruh E-Crm dan service quality terhadap customer satisfaction dan dampaknya terhadap customer loyalty pada PT XL.
- Micu., Adrian., Aivaz., Kamer., dan Capatina, A. 2013. Implications Of Logistic Service Quality On The Satisfaction Level And Retention Rate Of An ECommerce Retailer's Customers. **47** (2) : 147- 156.
- Miremadi, AR., Ghalamakri, S., dan Ramezani, A.A. 2012. "Challenges in trust and security by E-CRM implementation between banks and financial institutions: a case study of e-banking in Iran". *International Journal of Information Science and Management*. **10** (1) : 99-118.
- Morgan, R.M., Hunt, S.D. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*. 58.
- Nasution, S. 2009. *Metode Research* (Penelitian Ilmiah). Bumi Aksara.
- Ndubisi, N., Chan, K., dan Ndubisi, G.C. 2007. Supplier-customer relationship management and customer loyalty: a banking industry perspective. *Journal of Corporate Information Management*. **20** (2) : 222-236.
- Oliver., Riscrd, L. 1997. Satisfaction A Behavioral Perspective On The Consumer. Mc Graw-Hill Education. Singapore.
- Parasuraman, A., Zeithaml, V.A., dan Berr, L.L. 1994. "Reassessing Expectations as Comparative Standards in Measuring Service Quality: Implications for Future Research". *Journal of Marketing*. **58** (1) : 111-124.
- Patrick. 2002. Building trustworthy software agent. *IEEE Internet Computing*. USA. **6** (6) : 45-53.
- Pavlou, P.A., Liang, H., dan Xue, Y. 2007. "Understanding and Mitigating Uncertainty in Online Buyer-Seller Relationships: A Principal Agent Perspective," *MIS Quarterly*. (3 1: 1) : 105-136.
- Ramakrishnan K. 2006. Customer Storage: It's key to business performance.
- Ranaweera, C., dan Prabhu, J. 2003. The influence of satisfaction, trust, and swithching barriers, on customer retention in a continuous purchasing setting. *International Journal of Service Industry Management*. **14** (4) : 374-395.
- Rangkuti., Freddy. 2006 *Measuring Costumer satisfaction*. Jakarta : PT Gramedia Pustaka Utama
- Reichheld, F.F., dan Schefter, P. 2000. "E-loyalty: your secret weapon on the web". *Harvard Business Review*. **78** (4) : 105-113.

- Roberts-Lombard, M., dan du Plessis, L. 2012. Customer relationship management (CRM) in a South African service environment: An exploratory study. *Journal of African Marketing Management*. **4** ( 4 ) :152–165.
- Rust, R.T., Zahorik, A.J. 1993. Customer satisfaction, customer retention, and market share. *J. Retail*. **69** (2) : 193 - 215.
- Saima Tauni., Rabia Inam Khan., dan Maira Khan Durrani. 2014. Impact of Customer Relationship Management on Customer Retention in the Telecom Industry of Pakistan.
- Sarjono., dan Julianita. 2013. SPSS vs LISREL. Jakarta: Salemba Empat.
- Sauers, A.C. 2008. Effective customer relationship management. New York. NY: Cambria Press.
- Scullin, S., Allora, J., Lloyd, G.O., dan Fjermestad, J. 2002. “Electronic customer relationship management: benefits, considerations, pitfalls and trends”. Proceedings of the IS One World Conference. 3-5.
- Shaw, R. 1999. “CRM definition - defining marketing and customer relationship management”. in SCN Education BV (Ed.). Customer relationship management, HOTT Guide, Vieweg + Teubner Verlag. Wiesbaden. 23-27.
- Sivaraks, P., Krairit, D., dan Tang, J.C. 2011. “Effects of e-CRM on customer – bank relationship quality and outcomes: the case of Thailand”. *The Journal of High Technology Management Research*. **22** (2) : 141-157.
- Skarmeas, D., Katsikeas, C., Spyropoulou, S., dan Salehi-Sangari, E. 2008. Market and supplier characteristics drive the quality of distributor relationships in international marketing channels of industrial products. *Industrial Marketing Management*, **37** (1) : 23–26.
- Srinuan, P., Srinuan, C., dan Bohlin, E. 2014. Empirical analysis of various services and consumer options in the Swedish telecommunications market. *Telecommunications Policy*. **38** (5), 449–459.
- Sugiyono. 2009. Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.
- Sugiyono. 2015. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. ALFABETA.
- Wahab, S., Nor, Nam., dan Almomani, K. 2010. The Relationship Between E-service Quality and Ease of Use on Electronic Customer Relationship Management (E-CRM) Performance: An Empirical Investigation in Jordan Mobile Phone Services. Proc. International Conf. e-Education, e-Business, e-Management, and e-Learning IC4E : 368-372.

- Xu, Y., Yen, D.C., Lin, B., and Chou, D.C. 2002. "Adopting technology customer relationship management". *Industrial Management and Data Systems*. **102** (8) : 442-452.
- Zhao, L., Lu, Y., dan Gupta, S. 2012. 'the intent of disclosing location-related information on location-based social networking services'. *International Journal of Electronic Commerce*. **16** (4) : 53–90.
- Zinkmund., Wi lliam, G., Raymond., McLeod, J.r., dan Faye, W., Gilbert. 2003. *Customer Relationship Management. Integrating Marketing Strategy and Information Technolog*. New Jersey: John Wiley and Sons.
- Zuhroh., dan Hadiwidjoyo. 2014. The Role of Brand Personality Congruity (BPC) on Brand Loyalty Mediated by Customer Value and Brand Trust (Study on Blackberry Smartphone Users). *European Journal of Business and Management*.
- Zulkifli. 2012. Relationship marketing terhadap customer retention dan customer loyalty pada nasabah bank mega. Malang.

