

Lampiran

DAFTAR PUSTAKA

- Achrol Gary R and Treviono Lindo Kleben, (1999), “Corporate Ethics Program As Control System : Influences of Executive Commitment and Enviroment Factor”, *Academy of Management Journal*, Vol 42.(1), pp.41-57.
- Augusty Ferdinand (2004). Strategic Selling-In Management, Research Paper Series No. 03/Mark/2004.
- Barney, J. B, 1991, Firm Resources and Sustained Competitive Advantage, *Journal of Management*, Vol. 17 No. 1, pp. 99-120.
- Christina Sichtmann and Maren Von Selansinsky, (2010), “Exporting Services Successfully: Antecedents and Performance Implications of Customer Relationships”, *Journal of International Marketing*, Vol. 18, No. 1, pp.86-108.
- Cooper, D. R. And Schindler, P. S, 2003. Bussiness Research Methods, Edisi ke-8, Mc Graw Hill, New York
- Deny Hotman, (2004), “Pengaruh orientasi belajar dan komitmen organisasi terhadap kerja cerdas dalam meningkatkan kinerja penjualan”, *Jurnal Sains Pemasaran Indonesia*, Volume III, No. 1, Mei 2004.
- Dongoran, Johnson. 2001, *Komitmen Organisasi : Dua Sisi Sebuah Koin*, Dian Ekonomi, Vol VII, No. 1, hal 35-36.
- Edwin B. Flippo, 2009, *Personal Management (Manajemen Personalia)*, Edisi VII Jilid II, Terjemahan Alponso S, Erlangga, Jakarta.
- Fahrur. 2011. Peningkatan Kinerja Pegawai melalui Komitmen Organisasi dan Kompetensi. Tesis. Program Magister Program Studi Manajemen Program Pascasarjana Universitas Sultan Agung Semarang.
- Gibson, James L, Ivancevich, John M and Donnelly James H. Jr, 1996, *Organisasi Perilaku Struktur : Proses*, Binarupa Aksara, Jakarta.
- Glueck F.W and Jauch, L. R (1989), *Strategic Management and Business Policy*, Mc Graw-Hill Book. Co.

- Gwiner, Kevin P, Dwayne D. Gremler, dan Mary Jo Bitner, 1998, Relational Benefit in service Industries : the Customers Perspective, *Journal Academic Marketing Science*, Vol 26, PP.101-114.
- Harish Sujan, Barton A Weitz, & Nirmalya Kumar, (1994) "Learning Orientation, Working Smart, and Effective Selling", *Journal of Marketing*, Vol 58, July 1994.
- Heidjrachman dan Suad Husnan, 1997, *Manajemen Personalia*, BPFE, Yogyakarta.
- Imam Ghazali (2001), *Analisis Multivariate dengan SPSS*, Badan Penerbit Universitas Diponegoro, Semarang.
- Ivancevich, John M, m and Matteson, M.T, 1999, *Organizational Behavior and Management*, (fifth edition), By Irwin/McGraw-Hill International Editions.
- Lado, AA and Marry C, 1994, "Human Resources System and Sustained Competitive Anvantage : A Competency-Based Perfective", *Academy of Management Review*, Vol.19, No.4, pp. 699-727.
- Leong, Siew Meng, Donna M, Randall, dan Joseph A. Cote, 1994, "Exploring the Organizational Commitment Performance Linkage in Marketing : a Study of Life Insurance Salespeople", *Journal of Business Research*, Vol. 29, pp.57-63.
- Mathis dan Jackson, 2001, *Manajemen Sumber Daya Manusia*, Salemba Empat, Jakarta.
- Menon A, Bharadwaj S.G, Adi dan P, J S. W; (1999), "Antecedent and Consequence of Marketing Strategy Making : Model and Tes", *Journal of Marketing*, Vol.63, pp. 18-40.
- Meyer, J. P., Paunonen, S. V., Gellatly, I. R., Goffin, R. D., and Jackson, D. N., 1994, "Organizational Commitment and Job Performance : It's The Nature of The Commitment That Counts", *Journal of Applied Psychology*, Vol. 74, No. 1.
- Mowday, R.T, (1981), "Viewing Turn Over from the Perfective of Those Who Remain the Relationship of Job Attitude to Attribution of The Cauces of Turn Over", *Journal of Applied Psychology*, pp.113-115.
- Narver, J.C, Slater, S. F, (1990), "the Effect Of A Market Orientation On Business Profability," *Journal Of Marketing*, Vol. 54, pp. 20-35.

- Ningwidhi. 2008. Pengaruh Kompetensi terhadap Produktivitas Kerja Karyawan di PT. AXA Mandiri Cabang Cirebon.
- Pelham, A. M, (2000), “Market Orientation And Other Potential Influences On performance In Small And Medium-Sized Manufacturing Firms”, *Journal Of Small Business Management*, January, pp.49-66.
- Robbin S. P. (2001). Organizational Behavior Concept, Controversies and Application, 6 Edition Englewood Chiffs, Prentice-Hall.
- Sinkula, J.M, Baker,W.E, Noordewier, T, (1997), “A Framework For Market Based Organizational Learning: Linking Values, Knowledge And Behavior,” *Journal Of The Academy Marketing Science*, Vol. 25, pp. 305-318.
- Spiro, L. And Weitz Reeves, T, (1994), “ Human Strategies and Firm Performance : What do we know and where do we need to go”, *International Journal of Human Resource Management*, pp.656-670.
- Steer, R.M and Porter (1985), Motivation and Work Behavior, Mc-Graw-Hill, Boston.
- Weitz, BA, Sujan H, dan Sujan M, (1986), Knowledge, Motivation, Adaptive Behavior : A Framework for Improving Selling Effectiveness” *Journal of Marketing*, Vol. 50 (Oktober), pp. 174-191.
- Widodo, (2008), “Peningkatan Kinerja Penjualan Melalui Pola Kerja Cerdas”, *Telaah Bisnis*, Vol. 9 (Juli), pp. 49-69.