DAFTAR PUSTAKA

 \bigcirc Hak Cipta المبير 1. Dilaring mengutip sebagian atau seu a. Pengutipan hanya untuk kepentingan pe المبير مساور المبير مساور المبير المب \sim Hak ci Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG a polynomed, Bahfaq., Muhammad Musarrat Nawaz, Ahmad Usman, Muhammad Zeeshan Shaukat, Mayeed Ahmed , dan Wasim-ul-Rehman, 2010. "A mediation of customer satisfaction reactionship between service quality and repurchase intentions for the telecom sector in Polynomed Dinduction Dinder States and the sector in the sector is the sector in the sector in the sector in the sector is the sector in the sector is th Pengutipan tidak merugikan kepentingan yang wajar IBIKKG penulisan kritik dan tinjauan suatu masalah Bhfaq., Muhammad Musarrat Nawaz, Ahmad Usman, Muhammad Zeeshan Shaukat,

KWIK KIAN GIE SCHOOL OF BUSINESS

- Management Vol. 4(13), pp. 2836-2844.

Cooper, Donald R. Dan Pamela S. Schindler 2011, *Business Research Methods*, eleventh edition, Stagapore: McGraw Hil.

Cravens, David W dan Piercy, Nigel F 2013, Strategic Marketing, tenth edition, Singapore:

McGrawHill.

atika Kwik Kian

KWIK KIAN GIE SCHOOL OF BUSINESS

 \sim

σ

Pengutipan tidak merugikan kepentingan yang wajar IBIKKG

penulisan kritik dan tinjauan

tanpa izin IBIKKG

Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun

- ച
- Dinnadi Durianto, Sugiarto, dan Tony Sitinjak 2001, *Strategi Menaklukan Pasar*, Jakarta: PT. Gramedia Pustaka Utama. Hak Ci Hak Ci
- Hardi, Datin Hasnah Haron., Sofri Yahya, Yuvaraj Ganesan1, Dato' Ishak Ismail, Lok Cha Hardi, Dato' Daing Nasir Ibrahim, 2012. "*Quality control practices, service quality* and customers' satisfaction: The case of non-audit services provided by SMPs to SMEs in Malaysia." African Journal of Business Management Vol.6 (43), pp. 10729-10740. Kulann, penelitian, peneli
- Thian Borislav., Leposava Grubic Nesic dan Slobodan Radojcic, 2011. "*The challenges of the costomer services for modem market requests: A case study of 'Telecom Serbia*". " Arrican Journal of Business Management Vol. 5(1), pp. 156-167. Bhilip dan Amstrong, Gary 2012, *Principles of Marketing*, fourteenth edition, USA: Brarson Education Limited
 - Rearson Education Limited.
 - Kotler, Philip dan Kevin Lane Keller 2013, Marketing Management, fourteenth edition, Malaysia: Pearson Education Limited.

KWIK KIAN GIE SCHOOL OF BUSINESS Lin, Chien-Hsiung, 2011. "A study on the relations between the brand image and - customer satisfaction in catering businesses." African Journal of Business Management Vol.5 sensitive audity in the gaming areas of selected casinos in South Africa " African Journal of Business Management Vol.5 (20), pp. 7732-7739. (18), pp. 7732-7739. (19), pp. 7732-773. (19) 2 Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun σ Pengutipan tidak merugikan kepentingan yang wajar IBIKKG penulisan kritik dan tinjauan suatu masalah ilmiah, penyusunan laporan, an menyebutkan sugiber: service quality in the gaming areas of selected casinos in South Africa." African Journal Business Management Vol.3 (7), pp. 317-324. www.Meguiars.com!en/heritage/ 115

tanpa izin IBIKKG