

DAFTAR PUSTAKA

- Anggraini, Lulu D., Deoranto, Panji., dan Ikasari, Dhita M. (2013). Analisis Persepsi Konsumen Menggunakan Metode Importance Performance Analysis dan Customer Satisfaction Index. *Jurnal Fakultas Teknik Pertanian Universitas Brawijaya*. 1-8
- Basu, Swasta dan Irawan. 2008. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty
- Cronin, J.J. and S.A. Taylor (1992), "Measuring Service Quality: A Reexamination and Extension", *Journal of Marketing*, Vol. 56 (July), pp. 55-68.
- Dabestani, Reza, Arash Shanin dan Mohammad Saljoughian. 2014. *Importance-Performance Analysis of Service Quality Dimensions for the Customer Groups Segmented by DEA*. International Journal of Emerald Insight, Volume 33, Number 2.
- Eboli, L., dan Mazzulla, G. (2009). New Customer Satisfaction Index for Evaluating Transit Service Quality. *Journal of Public Transportation* Vol 12 A.21-37.
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (1993). *How to Design and Evaluate Research in Education*. Mc Graw Hill.
- Giese, J.L and J.A. Cote (2000), "Defining Consumer Satisfaction", *Academy of Marketing Science Review*, No. 1, pp. 1-24.
- Goetsch, D.L. and S.B. Davis (2010), *Quality Management for Organizational Excellence: Introduction to Total Quality*, 6th ed. Upper Saddle River, NJ: Pearson Education, Inc.
- Griffin, Jill, 2005. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Erlangga, Jakarta.
- Groonroos, C. (1990b), *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd ed. Chichester: John Wiley & Sons, Ltd.

- Groonroos, C. (2000), *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd ed. Chichester: John Wiley & Sons, Ltd.
- Hair, J. F. (2010). *Multivariate Data Analysis* (7th ed.). New Jersey: Prentice Hall.
- Hoffman, K.D. and J.E.G. Bateson (1997), *Essentials of Services Marketing*. Fort Worth: The Dryden Press.
- Idris, Zilhardi. (2009). Kajian “Tingkat Kepuasan” Pengguna Angkutan Umum Di DIY. *Jurnal Fakultas Teknik Universitas Muhammadiyah Surakarta*, Vol 9, No. 2, 189-196.
- Info, Bukualamat, “Daftar Perusahaan Jasa Ekspedisi”, 2016 (<http://www.bukualamat.info/p/daftar-perusahaan-jasa-ekspedisi.html>)
- Jalur Nugraha Ekakurir, “JNE EXPRESS”, 2017 (www.jne.co.id)
- Kotler, Philip., dan Keller, Kevin L. (2012). *Marketing Management (Fourteenth Edition)*. Essex: Pearson Education Limited.
- Kotler, P. and et al. (2013), *Marketing*, 9th ed. Frenchs Forest, NSW: Pearson Australia.
- Kotler, Philip., dan Keller, Kevin L. (2016). *Marketing Management (Global Edition)*. Essex: Pearson Education Limited.
- Malhotra, N. L., & Birks, D. F. (2007). *Marketing Research: An Applied Approach*. London: Pearson Education.
- Martilla, J.A. and J.C. James (1977), “Importance-Performance Analysis”, *Journal of Marketing*, Vol. 41 (January), pp. 77-79.
- Mikulic, J., & Prebezac, D. (2011). *A critical review of techniques for classifying quality attributes in the Kano model*. *An International Journal*.
- Nuraeni. “Jasa Logistik Melesat di Era e-Commerce.” *KOMINFO*. 09 Februari 2016 (kominfo.go.id/index.php/content/detail/6707/Jasa+Logistik+Melesat+di+Era+e-Commerce+/0/sorotan_media)

- Parasuraman, A., V.A. Zeithaml, and L.L.Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, Vol. 49, Fall, pp. 41-50.
- Pawitra, Theresia A., dan Tan, Kay C (2001). *Integrating SERVQUAL and Kano's Model into QFD for Service Excellence Development. Managing Service Quality*, 11 (6), pp.418-430.
- PT POS INDONESIA, "POS INDONESIA Online", 2017 (www.posindonesia.co.id)
- PT. Pos Indonesia. (2014). "Annual report POS Indonesia 2014". 2015. (<http://www.posindonesia.co.id/wp-content/uploads/2016/01/Pos-Indonesia-Annual-Report-2014.pdf>)
- PT. Pos Indonesia. (2015). "Annual report POS Indonesia 2015". 2016. (<http://www.posindonesia.co.id/wp-content/uploads/2016/10/Pos-Indonesia-Annual-Report-2015.pdf>)
- Rangkuti, F. 2006. *Measuring Customer Satisfaction: Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan*. Jakarta: PT Gramedia Pustaka Utama.
- Soderlund, M. (2003), "The Retrospective and the Prospective Mind and the Temporal Framing of Customer Satisfaction", *European Journal of Marketing*, Vol. 37, No. 10, PP. 1375-1390.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Syukri, Siti Husna A. (2014) Penerapan Customer Satisfaction Index (CSI) Dan Analisis GAP Pada Kualitas Pelayanan Trans Jogja. *Jurnal Teknik Industri*, 13(2), 103-111.
- Tjiptono, Fandy., dan Chandra, Gregorius. (2016). *Service, Quality dan Satisfaction (edisi 4)*. Yogyakarta: C.V ANDI OFFSET.

Utomo, Wiranto Herry., Widi, Constatina, dan Wijaya, Agustinus Fritz. (2013), Customer Satisfaction Analysis to Health Service by Servqual 5 Dimension Method and Customer Satisfaction Index. *International Journal of Computer Application*, 70(12), 17-21.

Yong-jae Park, Pil-Sun, dan Myung-Hwan Rim. 2008. *Measurement of a Customer Satisfaction Index for Improvement of Mobile RFID Services in Korea*. ETRI Journal, Volume 30, Number 30.

Zeithaml, V.A., A. Parasuraman, and L.L. Berry (1990), *Delivering Quality Service*. New York: The Free Press.