

DAFTAR PUSTAKA

- Amir, M. Taufik (2005). *Dinamika Pemasaran, Jakarta: PT Raja Grafindo Persada.*
- Anderson, E. W; Fornell, C and Lehmann, D.R, 1994, "Customer Satisfaction, Market Share, and Profitability: Finding From Sweden", *Journal of Marketing, Vol.58, p.53-56.*
- Ariningsih. 2010. Pengaruh perceived value pada loyalitas konsumen yang dimediasi oleh kepuasan konsumen dan dimoderatori oleh gender. *Jurnal Universitas Muhammadiyah Purworejo, Vol.55, 43-59. Hal. 8*
- Asghar Afshar Jahanshahi dkk, (2011) Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. *Journal international, The Special Issue on Behavioral and Social Science Vol. 1 No. 7; [Special Issue –June 2011], p.67-70.*
- Barnes, James G. 2003. *Secrets Of Customer Relationship Management.* Yogyakarta: ANDI.
- Berthon, P., Hulbert, J.M and Pitt, L.F. 1999. Brand Management Prognostications. *Journal Sloan Management Review, p.53-65.5(4):pp.80-116.*
- Buchari Alma. 2004. *Manajemen Pemasaran dan Pemasaran Jasa.* Bandung Alfabeta.
- Crawford, C. Merle; Di Benedetto, C. Anthony. 2000. *New Products Management Sixth Edition.* McGraw-Hill, New York.
- Duwi, Priyatno. 2010. *SPSS 22 Pengolah Data Terpraktis.* Yogyakarta: Andi.
- Duwi, Priyatno. 2014. *SPSS 22 Pengolah Data Terpraktis.* Yogyakarta: Andi.
- Fandy Tjiptono. 2008. *Strategi Pemasaran, Edisi 3,* Andi: Yogyakarta
- Fandy, Tjiptono. 2014. *Strategi Pemasaran, Edisi III.* Yogyakarta: Andi.
- Ferdinad, Augusty. 2013. *Metode Penelitian Manajemen, Edisi IV,* Universitas Diponegoro, Semarang.

- Forooz Pishgar, Samira Dezhkam dkk. The impact of product innovation on customer satisfaction and customer loyalty. *Kuwait Chapter of Arabian Journal of Business and Management Review* Vol. 2, No.5; Jan. p.35-39.
- Gaspersz, V. 2008. *Total Quality Management*. Jakarta: Penerbit Gramedia Pustaka Utama
- Gatignon, Hubert and Jean-Marc Xuereb. 1997. Strategi Orientation of the Firm and New Product Performance. *Journal Marketing Research*, Vol XXXIV, (February), p-77-90.
- Gholamreza Askarpour Daragahi. (2017) The Impact of Innovation on Customer Satisfaction: A Study of the Cosmetics Producer in Tehran. *International Review journal* (2017 No.1-2), p.45-47.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariabel Dengan Program IBM SPSS 21*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2017. *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM Edisi 7*. Semarang: Universitas Diponegoro.
- Hasan Ali. 2008. *Marketing*. Media Utama, Yogyakarta.
- Ihsan, M. (2018). Gusjigang; Karakter Kemandirian Masyarakat Kudus Menghadapi Industrial Maharromiyati. (2016). *Journal of Educational Social Studies Pewarisan Nilai Falsafah Budaya Lokal Gusjigang sebagai Modal Sosial di Pondok Pesantren Entrepreneur Al Mawaddah Kudus Abstrak*, 5(2), 163–172. *isasi. Iqtishadia*, 10(2), 153.
- Kotler P. & Keller Kevin Lane, 2009. *Manajemen Pemasaran, Edisi Ketiga Belas, Jilid 1*. Jakarta : Erlanggampok Gramedia.
- Kotler, Philip. 2002. *Manajemen Pemasaran 1*. Milenium ed. Jakarta : PT. Prenhallindo.
- Kotler, P. & Armstrong, G. 2008. *Prinsip-Prinsip Pemasaran*. Edisi 12. Jilid 1. Jakarta: Erlangga.
- Kotler, P. and K. Keller (2009), *Marketing Management*, 13 th ed. Upper Saddle River, NJ:
- Kotler, P., Keller, K.L., 2009. *Marketing management (13th end)*. New Jersey: Pearson.

- Kotler, Philip and Kevin Lane Keller. 2012. *Marketing Management*. New Jersey: Pearson Education Limited.
- Kotler, Philip dan Armstrong, Gary. 2008, *Prinsip-prinsip Pemasaran, Edisi 12*, Erlangga: Jakarta.
- Kotler, Philip dan Keller, Kevin L. 2016. *Manajemen Pemasaran, Edisi 12, Indeks*: Jakarta.
- Kotler, Philip. 2008. *Manajemen Pemasaran, Jilid 1 dan 2*, Alih Bahasa Benyamin Jakarta: PT. Indeks. Kelo.
- Lin, Chia C. (2003), "The Role of Customer Perceived Value in Generating Customer Satisfaction: An E-Business Perspective," *Journal of Research in Marketing & Entrepreneurship*, Vol. , No.1, pp. 25-39.
- Lukas, Bryan A.,and O.C. Ferrel. 2000. The Effect of Market Orientation On Product Innovation. *Journal of the Academy of Marketing Science*, Vol.28, No.2.p.239-247
- Mohamed, Z., Rezai, G., Shamsudin, M. N., & F.C., E. C. (2008). Halal logo and consumers' confidence: What are the important factors? (Logo Halal dan keyakinan pengguna: Apakah faktor penting?) Zainalabidin. *Economic and Technology Management Review*, 3, 37–45.
- Nai-Jen Chang & Cher-Min Fong. (2010) . Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management* Vol. 4(13), pp. 2836-2844, 4 October, 2010.
- Neely, A.,Gregory, M. and Platts, K.1995. Performance Measurement System design: a literature review and research agenda. *International Journal of Operations and Production Management*, p.12.
- Oliver, R.L., 1997. *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw Hill, New York.
- Priyatno, Duwi. 2010. *Teknik Mudah Dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Said, N. (2014). Spiritual Enterprenership Warisan Sunan Kudus: Modal Budaya Pengembangan Ekonomi Syari'Ah Dalam Masyarakat Pesisir. *Equilibrium: Jurnal Ekonomi Syariah*, 2 No.2, 226–242.
- Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.

- Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Supranto, J. 2006. *Pengukuran Tingkat Kepuasan Pelanggan untuk Menaikkan Pangsa Pasar*, cetakan Ketiga. Jakarta: PT.Rineka Cipta.
- Tjiptono, F. 2012. *Strategi pemasaran*. Malang: Bayu media Publishing
- Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, Vol 30, pp.289-300.
- Utomo, Joko, M. Arwani, Karno Budiprasetyo, M. Edris, Sukirman, M. Zaenuri. 2010. *Pedoman Penulisan Tesis Program Studi magister Manajemen Fakultas Ekonomi*. Universitas Muria Kudus.
- Westbrook, R.A. (1980), "Intrapersonal Affective Influences on Consumer Satisfaction with Products," *Journal of Consumer Research*, Vol. 7, pp. 49-54.
- Zhaohua Denga, Yaobin Lu, Kwok Kee Wei, Jinlong Zhang. 2010.
- Zhilin Yang & Robin T. Peterson (2014). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs, *International Journal Psychology & Marketing*, Vol. 21(10):799–822.