

DAFTAR PUSTAKA

- Al-Qur'an al-Karim dan Terjemahnya Depag RI. Bandung: PT Syaamil Cipta Media, 2005.
- A. Aeker, David, *Managing Brand Equity*, (New York : The Free Press, 1991).
- A. Karim, Adiwarman, Bank Islam, *Analisis Fiqih dan Keuangan*, Jakarta : PT Rajagrafindo Persada, 2004.
- A. Lukas, Bryan dan O.C Ferrell, *The Effect of Market Orientation on Product Innovation, Jurnal of the Academy of Marketing Science*, Vol. 28 , Spring, 2000.
- Ancok, Djamaludin. *Teknik Penyusunan Skala Pengukur*, Yogyakarta : PPK UG, 1999.
- Asnawi, Sahlan. *Teori Motivasi dalam Pendekatan Psikologi Industri & Organisasi*. Jakarta : Studia Press, 2002.
- Assael, H. *Consumer Behavior and Marketing Action*, 6 ed Cincinnati. Ohio : South Western College, 1998.
- Bungin, Burhan. *Metodologi Penelitian Kuantitatif*, Jakarta : Kencana Prenada Media Group, 2005.
- B.J., Babin, and Jill, S.A. *Atmospheric Effect as a Tool for Creating Value and Gaining Share of Customer*. *Journal of Business Research*, Volume 49, 2000.
- C. Narver, John dan Stanley F. Slater, *The Effect of a Market Orientation on Business Profitability, Journal of Marketing*, Oktober 1990.
- Cambridge Internasional Dictionaries. 2006,
- Carter, Lemuria & France Belanger, *The Influence of Perceived Characteristic of Innovating on e-Governmet Adoption . Electronic Journal of e-Governmet* Vol 2 Issue 1 ,
- Del, I., Hawkins, Roger, J.B., and Kenneth, A.C. *Consumer Behavior Building Marketing Strategy*, Tenth Edition, McGraw-Hill Irwin, New York, 2007.
- E. Pedersen, Per dan Herbjorn Nysveen, “*Shopbot Banking : An Experimental Study of Customer Satifaction and Loyalty*”, dalam <http://ikt.hia.np/perep/loyalty/pdf>. 2004.

- EC., Hirschman and Holbrook, MB,. *A Hedonic Consumption : a merning concept, methods and prepositions*, Journal of Marketing vol. 60 No. 3
- F. Engel, James, Roger D Blackwell dan Paul W. Miniard, *Perilaku Konsumen*, Jakarta : Erlangga, 1994.
- Faisal,S. *Format-Format Penelitian Sosial : Dasar-Dasar dan Aplikasi*, Edisi I cetakan IV. Jakarta : PT. Raja Grafindo Persada, 1999.
- Fatmah. *Pengaruh Persepsi Religiusitas, Kualitas Layanan dan Inovasi Produk terhadap Kepercayaan dan Komitmen serta Loyalitas Nasabah Bank Umum Syariah di Jawa Timur*. Disertasi : Universitas Airlangga, 2005.
- G. Schiffman, Leon dan Leslie Lazar Kanuk, *Consumre Behaviour*, New Jersey : Prentice Hall, Inc, 2000.
- Gatingnom, Hubert dan Jean Marc Xuereb, *strategic Orientation of the Firm and New Product Performance*, *Journal of Marketing Research* , vol 34 februari 1997.
- Ghozali, Imam, *Aplikasi Analisis Multivariate*, Semarang : Undip, 2001.
- Jill Griffin, *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan pelanggan*, Jakarta: Erlangga, . 2003.
- H. Manser, M. *Oxford Learner's Pocket Dictionary*. New York : Oxford University Press, 1995.
- Hidayat, Rachmad. 2009. *Pengaruh Kualitas Pelayanan, Kualitas Produk dan Nilai Nasabah Kepuasan dan Loyalitas Nasabah Bank MANDIRI*. *Jurnal Manajemen dan Kewirausahaan* Vol.11, No.1.
- Ratih Hurriyanti. *Bauran Pemasaran dan Loyalitas Konsumen*, Bandung: Alfabeta, 2005..
- <http://www.infobanknews.com/2013/03/basis-loyal-penabung-muamalat/>
- J. Setiadi, Nugroho. *Perilaku Konsumen : Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*, Edisi Pertama. Bogor : Kencana, 2003.
- K., Bartens. *Etika*. Jakarta: Gramedia, 2001.
- Kashmir. *Pemasaran Bank*. Jakarta : Kencana, 2004.
- Kotler, Philip, *Principles of Marketing*. New Jersey: Pearson Education International Pte.Ltd. 2008.
- Kotler, Philip dan Gary Armstrong, *Prinsip-Prinsip Pemasaran*, Edisi 12 Jilid 1 Jakarta : Erlangga, 2006.
- Kotler,Philip. *Marketing Managemet*. New Jersey : Prentice Hall, 2000.

- _____. *Marketing Management : Analisis, Planning, Implementation and contro*, Seventh Edition. New Jersey : Prentice Hall Inc., 1997.
- Levy, Michael dan Barton A. Weitz. *Retailing Management 6th edition*. New York : Mc. Graw Hill, 1998.
- Lien-T and Yu Ching Chiao, *An integrated model for the effects of perceived product , perceived service quality, and perceived price fairness on consumers satisfaction and loyalty, journal of consumer satisfaction, dissatisfaction and complaining behavior*, vol 14, 2
- M.R., Solomon, *Consumer Behavior* Jew Jersey : Allyn and Bacon, 1992.
- M. Y. Kato, Iwazume dan A. Kanai, *A Multi Agent based Model for Analizing Human Cognitive Process of Advertising Information*, SCI.
- Manser, *Oxford Learner's Pocket Dictionary*, New York : Oxford University Press, 1995.
- Musriha. Pengaruh Perilaku Pembelian Hedonic dan Utilitarian terhadap store loyalty di Matahari department Store Surabaya (*The Influence of Hedonic and Utilitarian terhadap Store Loyalty di Matahari Departement Store Surabaya*), Jurnal Ekonomika vol. 4, No. 1 , Juni 2011, ISSN 1978 – 9998.
- N. Wexley, Kenneth. dan Gary A. Yuki, *Perilaku Organisasi dan Psikologi Personal*. Jakarta : PT. Rineka Cipta, 2003.
- Nata, Abuddin. *Metodologi Studi Islam*. Jakarta: PT Grafindo Persada, 2006.
- Paul Peter, J. dan Jerry C. Olson, *Consumer Behavior : Perilaku Konsumen dan Strategi Pemasaran*, 2000
- Palilati, Alida. Pengaruh Nilai, Kepuasan Terhadap Loyalitas Nasabah Tabungan Perbankan di Sulawesi Selatan, *Jurnal Ekonomi Pemasaran*. 2007,
- PT. Bank Muamalat Indonesia, *Media Muamalat* edisi 10 Oktober 2012.
- Wooldruff, R B, *The Next Source For Competitive Advantages. Journal Of TheAcademy Of Marketing science*,
- Ratih Priyanti, Dini. *Analisa Mutu Pelayanan di Bank Syariah (Studi Kasus pada Unit Usaha Syariah – Bank Permata)*. Tesis : Universitas Gunadarma, 1997.
- Robert A.,Westbrook, and William C. Black. 1985. *Spatial Demand Models in an Intrabrand Context. Journal of Marketing*. New York.
- Schaty Muni, Laura Jacklyne, “Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan dan Loyalitas Pelanggan Erha Clinic Denpasar”, (Tesis Universitas Udayana : Denpasar, 2011.

Singgih, Santoso, *Aplikasi Excell dalam Statistik Bisnis*, Jakarta : PT Elexmedia Komputer. 2000.

Sugiyono, *Metode Penelitian Administrasi*. Bandung: Alfabeta, 2001.

Sumarwan, Ujang. *Perilaku Konsumen : Teori dan Penerapannya dalam Pemasaran*, Edisi ke 2. Bogor : Ghalia Indonesia, 2011.

Syafi'I Antonio, Muhammad, *Bank Syariah :dari Teori ke Praktik*, Jakarta : Gema Insani Press bekerjasama dengan Tazkia Cendekia, 2001.

Tjiptono, Fandy, Gregorius Chandra dan Dadi Adriana, *Pemasaran Strategik* Yogyakarta : Andi, 2008