

DAFTAR PUSTAKA

- Anne, L. T. (2005). *Business and Society: Stake Holders, Ethics, Public Policy* (International, 11 ed.): Mc Graw Hill.
- Initiative, G. C. (2002).
- Boone & Kurtz. 2007. *Pengantar Bisnis Kontemporer*. Buku 2, Edisi 11. Jakarta: Salemba Empat
- Bowen, Howard Rothmann. 1953. *Social Responsibilities of the Businessman. Ethics and Economics of Society*. New York: Harper.
- Cooper Donald R. & Pamela S. Schindler. 2003. *Business Research Method*. Eight Edition. New York: McGraw Hill.
- Creyer, E. & Ross, W.T. Jr. 1997. "The influence of firm behaviour on purchase intentions: do consumers really care about business ethics?", *Journal of Consumer Marketing*, Vol. 14 No. 6, pp. 421-32.
- Essoussi, L.H. and Zahaf, M. 2008. "Decision-making process of community organic food consumers", *Journal of Consumer Marketing*, Vol. 25 No. 2, pp. 95-104.
- Griffin, Jill. 2002. *Customer Loyalty How to Earn it, How to Keep it*, Lexington Books. Singapore
- Goldstein, N.J., Cialdini, R.B. & Griskevicius, V. 2008. "A room with a viewpoint: using social norms to motivate environmental conservation in hotels", *Journal of Consumer Research*, Vol. 35 No. 3, pp. 472-82.
- . 2003. *Customer Loyalty : Menumbuhkan Dan Mempertahankan Pelanggan*. Jakarta: Airlangga
- . 2005. *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Hair, J.F., et al. 2010. *Multivariate data analysis*. (7th edition). New Jersey :Pearson Education Inc.

- Indriantono, N & Supomo, 1999. *Metode Penelitian Bisnis: Untuk Akuntansi dan Bisnis*.
Yogyakarta : BPFE
- Kotler, P., & Nance, L. 2005. *Corporate Social Responsibility: Doing The Most Good for Your Company and Your Cause*: John Wiley & Sons Inc.
- Kotler, Philip & Kevin Lane Keller. 2006. *Marketing Management (Twelfth Edition)*.
New Jersey: Pearson Prentice Hall.
- , 2009. *Manajemen Pemasaran*. Edisi 1. Jakarta: PT. Indeks.
- Kotler, Phillip & Gary Armstrong. 2008. *Prinsip-prinsip Pemasaran*. Edisi 12 Jilid 1.
Jakarta : Erlangga
- Lichtenstein, *et al.* 1993. *Price Perception and Customer Shopping Behaviour: A Field Study*, "Journal of Marketing Research"
- Lupiyoadi, R. 2001. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Malhotra, Naresh K. 1999. *Marketing Research: An Applied Orientation, third edition*.
New Jersey: Prentice Hall, Inc
- Nagle, Thomas T. & John Hogan. 2006. *The Strategic dan Tactics of Pricing: A Guide to Growing More Profitably*. (4th Edition). Upper Saddle River.NJ :
Pearson/Prentice Hall.
- Nasir, Mohammad. 1999. *Metode Penelitian*. Jakarta : Ghalia Indonesia.
- Saladin, Djaslim. 2006. *Manajemen Pemasaran*. Edisi Keempat. Bandung : Linda Karya
- Sekaran, Uma. 2006. *Metodologi Penelitian untuk Bisnis*. Edisi 4. Buku 1. Jakarta:
Salemba Empat.
- Sheth, J.N., Newman, B.I. and Gross, B.L. 1991. "Why we buy what we buy: a theory of consumption values", *Journal of Business Research*, Vol. 22 No. 2, pp. 159-70.

- Schiffman, L. G., & Kanuk, L. L. 2000. *Consumer Behavior*. Seventh Edition. Prentice Hall International, Inc..
- . 2007. *Consumer Behavior, 9th ed.*, New Jersey: Person Education, Inc.
- Singarimbun, Masri.1995. *Metode Penelitian Survei*. Jakarta : LP3S
- Solimun. 2007. *Memahami Metode Analisis Kuantitatif Mutakhir Multivariate Analysis, SEM, dan PLS*. Malang : Program Pascasarjana Universitas Negeri Malang.
- Sugiyono, 2004. *Metode Penelitian Bisnis*. Bandung : CV. Alfabeta
- Sumarwan, Ujang dkk. 2010. *Pemasaran Strategik (Perspektif Value-Based Marketing & Pengukuran Kinerja)*. Bogor : IPB Press.
- J. Supranto. 2001. *Statistik Teori dan Aplikasi. Cetakan Kedua*. Jakarta : Erlangga
- Tjiptono, F., & Chandra, G. (2005). *Service Quality & Satisfication*, Edisi Satu. Yogyakarta: Andi.
- Tjiptono, Fandy. 2007. *Strategi Pemasaran. Edisi Kedua*. Yogyakarta : Andi.
- Wibisono. 2007. *Membedah Konsep dan Aplikasi Corporate Social Responsibility*. Surabaya: Media Grapka
- Widjaja, G., & Yani, A. (2006). *Perseroan Terbatas*. Jakarta: Raja Grafindo Persada.
- Widjaja, G., & Yerima, A. P. (2008). *Risiko Hukum dan Bisnis Perusahaan Tanpa CSR*. Jakarta: Forum Sahabat.
- Wijaya, Tony. 2009. *Analisis Data Penelitian Menggunakan SPSS*. Yogyakarta: Universitas Atmajaya.
- Yoon, Y., Gurhan-Canli, Z. and Bozok, B. (2006), "Drawing inferences about others on the basis of corporate associations", *Journal of the Academy of Marketing Science*, Vol. 34 No. 2, pp. 167-73.

SKRIPSI JURNAL

Todd Green & John Peloza. 2011. *How does corporate social responsibility create value for consumers*. Simon Fraser University, Burnaby, Canada.

Palilati, Alida. 2007. *Pengaruh Nilai Pelanggan, Kepuasan Pelanggan terhadap Loyalitas Pelanggan Nasabah Tabungan. Jurnal Pemasaran. Jurnal Ekonomi dan Bisnis*. Vol. VII tahun 2007

