

DAFTAR PUSTAKA

- Agung, Yuliana (2011). Industri Call Center Masih Potensial. Kompas. <http://tekno.kompas.com/read/2011/03/04/06075735/industri.call.center.masih.potensial>
- Anugrah, Andi. 2004 Sukses Mengelola Call Center, Asosiasi Call Center Indonesia
- David, F. R., & David, F. R. (2015). *In Strategic Management Concepts fifteenth edition*. London: Pearson Education Limited
- Data, Dimesion. 2015 Global Contact Centre Benchmarking Summary Report. <http://www2.dimensiondata.com/en-AP>
- Dengar Keluhan Masyarakat, Kemen-PDT Luncurkan Call Center Pengaduan Desa. (n.d.). Retrieved August 01, 2017, from <https://news.detik.com/berita/d-2797494/dengar-keluhan-masyarakat-kemen-pdt-luncurkan-call-center-pengaduan-desa>.
- Dewa Broto, G. S. (n.d.). Riset Kominfo dan UNICEF Mengenai Perilaku Anak dan Remaja Dalam Menggunakan Internet. Retrieved July 21, 2017, from https://kominfo.go.id/index.php/content/detail/3834/Siaran_Pers_No._17-PIH-KOMINFO-2-2014_tentang_Riset_Kominfo_dan_UNICEF_Mengenai_Perilaku_Anak_dan_Remaja_Dalam_Menggunakan_Internet_/0/siaran_pers.
- Dess, Gregory, G.T. Lumpkin & Marilyn L. Taylor, *Strategic Management : Creating Competitive Advantages*, New York : McGraw-Hill - Irwin, 2005
- Dyche, Jill. 2002 *The CRM Handbook : A Business Guide to Customer Relationship Management*, Addison-Wesley.
- Fauzi, Y. (n.d.). 2018, BI Prediksi Ekonomi Indonesia Tumbuh Sampai 5,5 Persen. Retrieved August 20, 2017, from <https://www.cnnindonesia.com/ekonomi/20170607055855-78-219919/2018-bi-prediksi-ekonomi-indonesia-tumbuh-sampai-55-persen/>
- FI, Fitri. "Manajemen Strategik : Visi dan Misi Bisnis." Academia.edu - Share research, www.academia.edu/28192151/Manajemen_Strategik_Visi_dan_Misi_Bisnis . Accessed 21 Sept. 2017.
- Griffin, Jill, 2005. *Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan*, Erlangga, Jakarta
- Indonesia. Undang Undang no. 13 tahun 2003 tentang Ketenagakerjaan

- Kaplan, Robert, S., & Norton, David, P. (1996) : “*The Balanced Scorecard: Translating Strategy Into Action*”, Massachusetts, Harvard Business School Press
- Kotler P, dan Keller K (2009), *Marketing Management, 13th edition, Pearson education, Inc*
- Kotler P, dan Keller K (2016), *Marketing Management, 15th edition, Pearson education, Inc*
- Lembar Fakta Catatan Tahunan (CATAHU) Komnas Perempuan Tahun 2017 Labirin Kekerasan terhadap Perempuan: Dari Gang Rape hingga Femicide, Alarm bagi Negara untuk Bertindak Tepat. (n.d.). Retrieved July 20, 2017, from <https://www.komnasperempuan.go.id/lembar-fakta-catatan-tahunan-catahu-komnas-perempuan-tahun-2017-labirin-kekerasan-terhadap-perempuan-dari-gang-rape-hingga-femicide-alarm-bagi-negara-untuk-bertindak-tepat-jakarta-7-maret-2017/>.
- Luis, Suwardi., & Prima A, Biromo, 2007. *Step by step in Cascading Balanced Scorecard to Functional Balanced Scorecard*, PT. Gramedia Pustaka Utama, Jakarta.
- Novindra Ni Putu Bella (2015/2016), Manajemen Strategik, FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS UDAYANA, http://www.academia.edu/18731243/MANAJEMEN_STRATEGIK_-_VISI_MISI_DAN_TUJUAN
- Rachman, F. F. (n.d.). Bagaimana Kondisi Ekonomi RI di 2017? Ini Prediksi Bank Dunia. Retrieved July 28, 2017, from <https://finance.detik.com/berita-ekonomi-bisnis/3453499/bagaimana-kondisi-ekonomi-ri-di-2017-ini-prediksi-bank-dunia>
- Sukmadinata. , 2006. *Metode Penelitian Pendidikan*, Remaja Rosdakarya, Bandung
- Seybold, B. Patricia (2002). *an Executive’s Guide to CRM, How to Evaluate CRM Alternatives by Functionality, Architecture, & Analytics*
- Sekaran, U. and Bougie, Roger. (2015). *Research Methods for Business: A Skill-Bundling Approach (Sixth Edition)*. Chennai: Wiley.
- Untung Rugi Sistem "Outsourcing". (n.d.). Retrieved August 20, 2017, from <http://www.gajimu.com/main/tips-karir/untung-rugi-sistem-201coutsourcing201d>
- Wirtz, Jochen & Lovelock, Christopher H. (2016) . *New Services Marketing: People, Technology, Strategy*, 8th edition.

Wright, K. Lauren & Lovelock, Christopher. H (2005). Manajemen Pemasaran
Jasa, PT. Indeks