## DAFTAR PUSTAKA

- Almgren, K., (2014). Which CRM System Suit an Organization Needs? A Comprehensive Literature Survey of Customer Relationship Management System, International Journal of Humanity and Social Science, 4 (11),
- Buttle, F., (2009). Customer Relationship Management Concepts and Technologies, 2<sup>nd</sup> Edition, Elsevier.
- Chen, Injazz J., &Popovich, K., (2003). Understanding customer relationship management (CRM): People, Process and Technology, Business Process Management Journal, 9 (5).
- Huang, Ching-Hsu,(2012). The Impact of Relationship Quality on Customer Loyalty, Journal of Contemporary Management.
- Kurnia, P.R., Permas, A., & Rusli, M.S., (2014). New Customer Relationship Management Untuk Memenangkan Persaingan, PPM Manajemen.
- Kurnia, P.R., (2013). CRM-Perlukah Perusahaan Menerapkannya?, Manajemen PPM.Wordpress.com.
- Mc Kenzie, J., (2001). Serving Suggestions, Financial Management.
- Mohammad, Siti H., Othman, N.A., Jabar, J., & Abdul Majid, I., (2014). The Impact of Customer Relationship Management (CRM) Processes Towards Business Performance, International Journal of Research in Management, Vol 4 (4).

- Mojibi, T., Bousari, &Najmeh,B.(2014). The Correlation between Culture of Consistency and Customer Relationship Management (CRM) in Asia Insurance Company of Gilan Province, Interdisciplinary Journal of Contemporary Research in Business, 6 (3).
- Mullins, J.W., & Walker Jr., O.C., (2013). Marketing Management A Strategic Decision-Making Approach, 8<sup>th</sup> Edition, Mc Graw-Hill International Edition.
- Nahar, P., & Pal Dhaka, V., (2014). A Review: Benefits and Critical Factors of Customer Relationship Management, International Journal Advanced Networking and Applications, 6(1).
- Payne, A., &Frow, P., (2009). A Strategic Framework for Customer Relationship Management, Journal of Marketing 69.

Redwing-Asia.com (2014). Indonesia's US\$10 Billion Media Market, Market Data-Media

Reinartz, W., Kraft, M., & Hoyer, W. D., (2004). The Customer Relationship Management Process: Its Measurement and Impact on Performance, Journal of Marketing Research Vol XLI.

Serikat Perusahaan Pers, (2015). Media Directory 2014-2015

Sekaran, U., Bougie, R., (2013). Research Methods for Business 6<sup>th</sup> Edition, Wiley.

Soliman, H.S., Customer Relationship Management and Its Relationship to the Marketing Performance, International Journal of Business and Social Science, Vol 2 No. 10 June 2011.

Tempo Inti Media, Tbk, (2014). PT, Laporan Tahunan