

BIBLIOGRAPHY

American Management Association , New York, NY.

Benchmark Report (1995), Tokyo, Fuji Xerox Corp.

Cannie Joan Koob with Caplin J. Donald (1991) , "Keeping Customer For Life", New York, NY, American Management Association.

Cron Rodney C. (1974) , *Assuring Customer Satisfaction*, New York, NY, Van Nostrand Reinhold Co.

Cronin J. Joseph Jr. & Taylor Steven A. (1992) , "Measuring Service: A Reexamination and Extension", *Journal of Marketing*, Vol 56, July, 55-88.

Customer Service Institute, Silver Spring, MD.

Dabholkar Pratibha A., Thorpe Dayle I., Rentz Joseph O. (1996) , "A Measure of Service Quality for Retail Stores: Scale Development and Validation", *Journal of the Academy of Marketing Science*, Vol 24, No.1, 3-16.

Dun & Brandstreet, (1994-95), Key Business Directory of Malaysia, Singapore, JCS.

Forum Consulting, Boston, MA.

Gavin David A. (1988) *Managing Quality*, New York, NY, The Free Press

Kotler Philip (1991), *Marketing Management (7th edition)*, Englewood Cliffs, NJ, Prentice Hall.

Lewis Robert C., Klein David M. (1987), "The Measurement of Gaps in Service Quality", *The Service Challenge: Papers presented at 5th Annual Service Marketing Conference held in Boston, Mass. Sept 7-10, 1988*, New York, NY, American Marketing Association.

Liswood L.A. (1990), *Serving Them Right; innovative and powerful customer retention strategies*, New York, NY, Harper Business.

Low Yoke Kiew (1994) , *Quality Measurement of Passenger Rail Traffic Service*, MBA Advance Research Paper, University of Malaya.

McGrath Neal (1995), "Consumer Power Sets Standards", *Asian Business*, May, 24-29.

Oliver R.L. (1980), "A cognitive Model of the Antecedents and Consequences of Satisfaction decisions", *Journal of Marketing Research*, 17, November, 460-469.

Parasuraman A., Zeithaml Valarie A., & Berry Leonard L. (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, 49, 41-50.

Parasuraman A., Zeithaml Valarie A., & Berry Leonard L. (1988) , "SERVQUAL: Multiple-Item Scale for Measuring Consumer perceptions of Service Quality, *Journal of Retailing*, 64, Spring, 12-40.

Rust Roland T. , Zahorik Anthony J. , & Keningham Timothy (1994) , "Getting a Return on Quality", *World Executive Digest*, August, 62-63.

Tan Tiong Peng (1994) , *Customer Satisfaction of Car Buyers in Malaysia*, MBA Advance Research Paper, University of Malaya.

Vavra Terry G. (1992), *After Marketing: How to keep customer for life through relationship marketing* , Burrridge, Ill, Richard D. Irwin Inc.

Woodruff R.B., Cadotte E.R., Jenkins and R.L. (1983) , "Modeling Consumer Satisfaction Processes Using Experience-Based Norms", *Journal of Marketing Research*, 20, August, 296-304.

Zeithaml V.A., Berry L.L., & Parasuraman A. (1993) , "The Nature and Determinants of Customer Expectations of Service", *Journal of the Acedemy of Marketing Science*, Vol 21, No. 1, 1-12.

Zithaml Valarie A. (1988), "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, 52, July, 2-22.