

## DAFTAR PUSTAKA

- Suprpto, J.,1981.*Metode riset aplikasinya dalam pemasaran*.Ed.3. Jakarta : FEUI.
- Radiosunu,1980. *Management pemasaran*. Yogyakarta: BPFE.
- J. Anto, Dayan, 1976.*Pengantar metode statistik*; jilid 1. Jakarta: LP3ES.
- Converse, Paul D[et.al],1960. *Elements of marketing, sixth edition Englewood-Cliffs*, New Jersey: prentice Hall Inc.
- Korler, Philipa.,1964. *Marketing management analysis, planning and Control*, Second edition, New Delhi : Printice-Hall Of India.
- Besu, Sweats D [dan] Irawan,1981. *Management pemasaran modern*. Yogyakarta: Lembaga Management AMP. YKPN.
- Duncan, Philips Charles F. Delbert J.,1964. *Marketing principles and Methods*, Fifth edition. Illionis: RJ.chard.
- Panglaykim [dan] Hazil,1962. *Marketing suatu pengantar*; Cetakan Ketiga. Jakarta: Pembangunan, 1962.