

DAFTAR PUSTAKA

- Ariani, D.W. (2009). *Manajemen Operasi Jasa*. Penerbit Graha Ilmu. Yogyakarta.
- Arikunto, S. (2007). *Metode Penelitian*. PT Rhineka Cipta. Jakarta
- Cohen, L. (1995). *QFD : How To Make QFD work for you*, Addison Wesley Publishing Company, Canada.
- Fitzsimmons, J.A. and M.J. Fitzsimmons (2011). *Service Management : Operation, Strategi, Information Technology*, 7th edition, McGraw-Hill. New York.
- Heizer, Jay. and Barry Render. (2008). *Operation Management*, 9th edition, Prentice Hall, Inc. New Jersey
- Jogiyanto, H. M. (2010). *Metodologi Penelitian Bisnis*. UGM. Yogyakarta.
- Johnston, R. dan & Graham, C. (2005). *Service Operations Management : Improving Service Delivery*, 2th edition, Financial Times Prentice Hall. Harlow.
- Kotler, Philip., and Keller, Kevin Lane. (2009). *Marketing Management*, 13th edition, Practice Hall Inc. New Jersey.
- Krawjewsky, Lee., dkk. (2007). *Operations Management : Processes and Value Chains*, 8th edition, Prentice Hall Inc. New Jersey.
- Reid, R.D. dan Sanders N.R. (2010). *Operation Management : An Integrated Approach*, 4th edition, Wiley. New Jersey

Sugiyono. (2009). *Metode Penelitian Kuantitatif dan Kualitatif*. CV Alfabeta. Bandung

Suliyanto. (2009). *Metode Riset Bisnis*. Penerbit ANDI : Yogyakarta

Tjiptono, F., dan Gregorious, C. (2011). *Service, Quality & Satisfaction*. Edisi Ketiga,
Penerbit ANDI, Yogyakarta

Wijaya, T. (2011). *Manajemen Kualitas Jasa : Desain ServQual, QFD, dan kano disertai contoh aplikasi dalam kasus penelitian*. PT Indeks : Jakarta.

<http://id.shvoong.com/social-sciences/economics/2236112-definisi-jasa/>