

Daftar Pustaka

- Assauri, Sofjan, **Manajemen Produksi dan Operasi**, edisi revisi, Penerbitan Fakultas Ekonomi Universitas Indonesia, Jakarta, 2004
- Chase, Nicholas J. Aquilano, F. Robert Jacobs, **Operation Management for Competitive Advantage**, 9th edition, McGraw-Hill, Boston, 2001.
- Han, Flora, Debbie Leong, **Productivity and Service Quality “An Essential Reading for Service Providers”**, 3rd edition, Prentice Hall, Singapore, 2000
- Heizer, Render, **Operation Management**, 9th edition Pearson International edition, Pearson International Edition inc., New Jersey, 2008.
- Jogiyanto, Prof. Dr. H.M., M.B.A., Akt., **Metodologi Penelitian Bisnis “Salah Kaprah dan Pengalaman-Pengalaman”**, edisi 1, BPFE, Yogyakarta, 2004
- Kotler, Philip, **Marketing Management “Analysis, Planning, Implementation, and Control”**, 12th edition , Prentice Hall, New Jersey, 2006.
- Ma’arif, M.S. dan H. Tanjung, **Manajemen Operasi**, edisi 1, PT. Grasindo, Jakarta, 2003
- Suliyanto, **Metode Riset Bisnis**, edisi 1, Penerbit ANDI, Yogyakarta, 2005
- Tjiptono, Fandy, **Manajemen Jasa**, edisi 2, Penerbit ANDI, Yogyakarta, 2000
- Tjiptono, Fandy, **Prinsip-Prinsip Total Quality Service**, edisi revisi, Penerbit ANDI, Yogyakarta, 2003