

DAFTAR PUSTAKA

- Purwadi, Budi, *Riset Pemasaran*, Grasindo, Jakarta, 2000.
- Stanton, J. William, 1994, *Prinsip Pemasaran*, edisi 7, Erlangga, Jakarta.
- Bold, Walker, Larreche, 2000, *Manajemen Pemasaran*, Edisi 2, Erlangga, Jakarta.
- Kotler, Philip, *Marketing Management, Analysis, Planning, Implementation And Control*, 9th edition, Prentice Hall International Inc. New Jersey, 1997.
- Kotler, Philip, *Marketing Management*, The Millenium Edition, International Edition, Prentice Hall International, Inc. New Jersey, 2000.
- Kotler and Armstrong, *Prinsip – prinsip Pemasaran*, Jilid 1, Edisi 8, Jakarta, Penerbit Erlangga, 2001.
- Mc Carthy, Jerome, *Basic Marketing A Managerial Approach*, 11th edition, Illinois, Richard D. Irwin. Inc, 1996.
- J. Paul Peter and Jerry C Olson, *Consumer Behavior : Prilaku Konsumen dan Strategi Pemasaran*, Jilid 1, Edisi 4, Jakarta, Penerbit Erlangga, 1996.
- Ferrel, Pride, 1995, *Pemasaran Teori dan Praktek Sehari-hari*, Edisi 7, Binarupa Aksara, Jakarta.
- Guiltinan, P. Joseph & Gordon, W. Paul, 1992, *Strategi dan Program Manajemen Pemasaran*, Edisi 2, Erlangga, Jakarta.