

DAFTAR PUSTAKA

- Armstrong, Gary and Phillip Kotler. (2000). Edisi 5. *Marketing: An Introduction*. New Jersey: Prentice-Hall, Inc.
- Boone, L.E. and Kurtz, D.L. (1995). *Contemporary Marketing Plus*. The Dryden Press
- Kotler, Phillip. (1997). Edisi 9. *Marketing Management: Analysis, Planning, Implementation, and Control*. New Jersey: Prentice Hall, Inc.
- Kotler, Phillip. (2000). Edisi Millennium. *Marketing Management*. New Jersey: Prentice Hall, Inc.
- Kotler, Phillip. (2002). Edisi Millennium. *Marketing Management*. New Jersey: Prentice Hall, Inc.
- Kotler, Philip and Gary Armstrong. (2001). Edisi 9. *Principles of Marketing*. New Jersey: Prentice Hall, Inc.
- Kotler, Philip, *Marketing Management*, 11th Ed., Engelwood Cliffs, NJ : Prentice-Hall International Edition, Inc., 2003.
- Lovelock, C. (2001). Edisi 4. *Service Marketing*. Englewood Cliffs, New Jersey : Prentice Hall International Inc.
- Olson, Jerry C, and Peter, Paul J, (1999). *Consumer Behavior and Marketing Strategy*, McGraw Hill, Singapore.
- Rasyid, Harun Al. (1993). *Teknik Penarikan Sampel dan Penyusunan Skala*. Program Studi Ilmu Sosial – Bidang Kajian Utama Sosiologi – Antropologi & Program Pasca Sarjana Universitas Padjajaran.
- Sevilla, Consuelo G. (1993). Edisi 1. *An introduction to Research Methods*. (Alimuddin Tuwu, penerjemah). Universitas Indonesia.
- Stanton, William J., Michael J. Etzel, and Bruce J. Walker. (1994). Edisi 10. *Fundamentals of Marketing*. New York: McGraw-Hill, Inc.
- Zeithaml, Valarie A. and Mary Jo Bitner. (1996). *Services of Marketing, International Editions*. McGraw-Hill Companies, Inc.