

DAFTAR PUSTAKA

- Adam, Everett E. Jr dan Ronald J. Ebert (1995). 5th ed. "*Production and Operations Management : Concepts, Models, and Behaviour*". New Jersey : Prentice Hall.
- Chase, R.B., Nicholas J. Aquilano, F. Robert Jacobs. (2001). 9th ed. "*Operations Management For Competitive Advantage*". New York : Mc Graw-Hill Co, Inc.
- Cohen, Lou. (1995). "*Quality Function Deployment : How To Make QFD Work For You*". Massachusetts : Addison-Wesley Publishing Company Inc.
- Han, Flora., Debbie Leong. (1996). "*Productivity and Service Quality*". Singapore : Prentice Hall.
- Heizer, J., Barry Render. (1999). 5th ed. "*Operations Management*". New Jersey : Prentice Hall, Inc.
- Heizer, J., Barry Render. (2001). 6th ed. "*Operations Management*". New Jersey : Prentice Hall, Inc.
- Jones, Gareth R., George Jenifer M. dan Hill, Charles W.L (2000). "*Contemporary Management*". Singapore : Mc Graw-Hill Co, Inc.
- Kotler, Philip. (2002). 11th ed. "*Marketing Management*". New Jersey : Prentice Hall, Inc.
- Parasuraman, A., L.L Berry and Valerie A. Zeithaml. (2006). "*Delivering Quality Service : Balancing Consumer Perception and Expectation*". New York : The Free Press.
- Stahl, Michael J. (1995). "*Management Total Quality In a Global Environment*". Massachusetts : Blackwell Publishers.
- Tjiptono Fandy dan Anastasia Diana. (1998). Edisi kedua. "*Total Quality Service*". Yogyakarta : Penerbit ANDI.