

DAFTAR PUSTAKA

- Sutisna, 2001, *Perilaku Konsumen dan Komunikasi Pemasaran*, Edisi Pertama, Remaja Rosdakarya Bandung
- Alma, Buchari. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi revisi, Alfabeta, Bandung
- Kotler, Philip, 2004, *Principles of Marketing 10th edition* . Pearson Education International.
- Lamb, Charles W, Jr., Joseph F. Hair Jr, and Carl McDaniel. 2001. *Pemasaran Buku 2*. Salemba Empat. Jakarta.
- Berman, Barry and Evans, Joel R. 1998. *Retail Management: a Strategic Approach*. 7th ed. Engelwood Cliff New Jersey: Prentice Hall Inc.
- Peter J, Paul and Olson, Jerry C, 2003, *Consumer Behavior and Marketing Strategy 6th edition*. McGraw-Hill
- Marsurn W A. 1999. *Restoran dan Segala Permasalahannya*. ANDI, Yogyakarta.
- Iqbal, Pokok-Pokok Materi Statistika 2, edisi ke-2, 2003. PT Bumi Aksara.
- Marquardt, Raymond A., James C Markens and Robert E Roe. 1993 *Satisfaction of Consumer Need*. 3rd edition. CBS College Publishing, Inc., New York.
- Sekaran, U. Research Method For Business : A Sill-Building Approach (third edition). New york : John Wiley
- Loudon, David L. & Albert J. Della Betta, *Costumer Behavior : Consepts and Applications*, 4th edition, New York : Mc Graw Hill Inc. 1993