

DAFTAR PUSTAKA

- Alma, Buchari. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi revisi, Alfabeta, Bandung.
- Barnes, James G. 2003. *Secrets of Costumer Relationship Management*, ANDI, Yogyakarta.
- Barton, Michael L. and Barton A. Weitz. 1995. *Retailing Management*. Madison Richard D. Irwin Inc., New York.
- Berman, Barry and Evans, Joel R. 1998. *Retail Management : a Strategic Approach*. 7th ed. Engelwood Cliff New Jersey :Prentice Hall Inc.
- Boone, Louis E and David L. Kurtz, 1999, *Contemporary Marketing*, 9th edition. The Dryden Press, Chicago.
- Champion, Dean J. 1981. *Basic Statistic For Social Research*. 2nd edition. Mac Milan Publishing Co., New York.
- Engel, James F, Roger G Blackwell and Paul W Miniard. 1995. *Consumer Behavior*, 8th edition. The Dryden Press, Chicago.

- Kotler, Philip. 2000. *Marketing Management. The Millenium Edition*.
Prentice-Hall International, Inc., New Jersey.
- Kotler, Philip. 2003. *Marketing Management*. 11th edition. *International edition*. Prentice-Hall International, Inc., New Jersey.
- Kotler, Philip, John Bowen and James Markens. 2003. *Marketing for Hospitality and Tourism*. 3rd edition. Prentice-Hall, Inc., New Jersey.
- Lamb, Charles W, Jr., Joseph F. Hair Jr, and Carl McDaniel. 2001. *Pemasaran Buku 2*. Salemba Empat. Jakarta.
- Loudon, David L and Albert J Della Bitra. 1993. *Customer Behavior: Concepts and Applications*. 4th edition. McGraw Hill, New York.
- Lovelock, Christopher. 2001. *Service Marketing: People, Technology, Strategy*. 4th edition. *International edition*. Prentice-Hall International Inc., New Jersey.
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa: Teori dan Praktis*. edisi pertama. Salemba Empat, Jakarta.
- Maholtra, Naresh K. 1996. *Marketing Research*. 2nd edition. Prentice-Hall Inc., New Jersey
- Marquardt, Raymond A., James C Markens and Robert E Roe. 1993 *Satisfaction of Consumer Need*. 3rd edition. CBS College Publishing, Inc., New York.
- Pallant, Julie. 2005. *SPSS Survival Manual*. 2nd edition. Allen And Unwin, Crowns Nest New South Wales, Australia.

- Pratisto, Arif. 2004. *Cara Mudah Mengatasi Masalah Statistik dan Rancangan Percobaan dengan SPSS 12*. PT. Elex Media Komputindo, Jakarta.
- Salim, Peter. 1986. *The Contemporary English-Indonesian Dictionary*. 2nd edition. Modern English Press, Jakarta.
- Siegel, Sidney. 1994. *Strategik Non Parametrik Untuk Ilmu-ilmu Sosial*. Edisi Keenam. Diterjemahkan oleh Drs. Sadu Sundaru. Erlangga, Jakarta.
- Solomon, Michael R. 1999. *Customer Behavior. International edition*, Engelwood Cliff New Jersey : Prentice Hall Inc.
- Tjiptono, Fandy. 1996. *Strategi Pemasaran*. Edisi Kedua. ANDI, Yogyakarta.
- Umar, Husein. 2002. *Metode riset Bisnis*. PT. Gramedia Pustaka, Jakarta.
- Marsum W A. 1999. *Restoran dan Segala Permasalahannya*. ANDI, Yogyakarta.
- West, Alan. 1990. *Perdagangan Eceran*. PT. Gramedia Pustaka, Jakarta.
- Pikiran Rakyat. *Surat Kabar*. 11 September 2004.