

## DAFTAR PUSTAKA

- Alma, Buchari., 2004. *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung.
- Berman, Barry and Evans, Joel R. 1998. *Retail Management : a Strategic Approach*. 7<sup>th</sup> Edition. Engelwood Cliff New Jersey : Prentice Hall Inc.
- Budi, Triton T ,2005. *SPSS13.0 Terapan*. Yogyakarta : C.V.Andi Offset.
- Engel, James F, Roger G Blackwell N Paul W Miniard. 1995. *Consumer Behaviour*, 8<sup>th</sup> Edition. The Dryden Press, Chicago.
- Etzel, Michael J, Walker, Bruce J and Stanton, William J., 1996. *Fundamental of Marketing*, 7<sup>th</sup> Edition (Singapore; McGraw Hill Inc).
- Kotler, Philip., 2003. *Marketing Management* 11<sup>th</sup> Edition. New Jersey: Pearson Education, Inc.
- Lamb, Charles. W Jr., Hair, Joseph F., Mc Daniel, Carl., 2001. *Pemasaran*, Edisi-5 Buku 2. Jakarta: Salemba Empat.
- Loudon, David L and Albert J Della Bitra. 1993. *Customer Behaviour: Concepts and Application*. 4<sup>th</sup> Edition. McGraw Hill, New York.
- Marsum W A. 1999. *Restoran dan Segala Permasalahannya*. ANDI, Yogyakarta.
- Merquardt, Raymond A., James C Markens and Robert E Roe. 1993. *Satisfaction of Consumer Need*. 3<sup>rd</sup> Edition. CBS College Publishing, Inc., New York.
- Olson, Jerry C., Peter, J Paul., 2000. *Perilaku Konsumen dan Strategi Pemasaran*.
- Sudjana, Prof. Dr. MA. MSc., 1997. *Statistika Untuk Ekonomi dan Niaga*, Edisi dua, Tarsito Bandung.
- Tjiptono, Fandy. 1997. *Strategi Pemasaran*. Edisi Ke 2. ANDI, Yogyakarta.