

## DAFTAR PUSTAKA

- Berman, Barry, Joel.R.Evans (2005) 6<sup>th</sup> edition, *Retail Management*, New Jersey :  
Prentice – Hall, Inc.
- Kinnear, Thomas C., Taylor, James R. (1995) Edisi ke – 3, *Riset Pemasaran*,  
Jakarta Indonesia : Erlangga
- Kotler, Philip (2006) 11<sup>th</sup> edition. *Principles of Marketing*, Prentice – Hall.
- Kotler, Philip and Gary Armstrong (2006) 6<sup>th</sup> edition. *Principles of Marketing*,  
Prentice – Hall, Inc.
- Mc Carthy, E. Jerome and Andrew A. Brogowica (2005) 10<sup>th</sup> edition, *Basic  
Marketing : A. Managerial Approach*, Homewood : Richard D. Irwin
- Robbins, Stephen P. and Mary Coulter (2007) 9<sup>th</sup> edition, *Management*, New  
Jersey : Pearson
- Robbins, Stephen P. and Mary Coulter (2002) 7<sup>th</sup> edition, *Management*, New  
Jersey : Prentice – Hall, Inc.
- Shimp, Terrence A. (2003) edisi ke – 5, *Periklanan Promosi*, Jakarta : Erlangga
- Stanton, W.J. and Charles Futrell (2005) 8<sup>th</sup> edition, *Fundamental of Marketing* ,  
Singapore : Mc. Graw – Hill, Inc.
- Sudjana, Prof, DR, M.A., M.Sc. (2005) Edisi ke – 5, *Metoda Statistik*, Bandung :  
Tarsito
- Toyib, Usman (2005) Jilid 1, *Managemen Perdagangan Eceran*, Yogyakarta :  
penerbit Erlangga