

DAFTAR PUSTAKA

1. Dune, Patrick M.,F Lusch, Robert. ; **“Retailing”**, South – Western , part of the Thompson Corporation, Ohio, 1998
2. Engel , James F.,Blackwel, Roger D., Miniard, Paul W. ; **“Perilaku Konsumen”**, Bina Rupa Aksara, 1994.
3. Kottler, Philip; **“ Manajemen Pemasaran Jilid 1’**, Prentice Hall, Inc, **1997.**
4. Norman, Barry. ; **“Retail Management”**,A Simon & Schuster Company, New Jersey, 1998.
5. Rangkuty ,Freddy.; **“Perencanaan Bisnis”**, PT Gramedia Pustaka Utama, Jakarta 2001
6. Simamora , Bilson. ; **“Analisis Multivariat Pemasaran”**, PT Gramedia Pustaka Utama, Jakarta 2005.
7. Sarwono, Jonathan ; **“ Analisis Data Penelitian: Menggunakan SPSS 13”**, CV Andi Yogyakarta, 2006.
8. Umar, Husein.; **“Studi Kelayakan Bisnis”**, PT Gramedia Pustaka Utama, Jakarta September 2000.
9. Umar, Husein. ; **“Strategic Management”**, PT Gramedia Pustaka Utama, Jakarta 2002
10. Umar, M. Taufiq ; **“Manajemen Ritel”**, Penerbit PPM, 2005.

11. Weitz, Baron A., Leevy, Michael ; *“Retailing Management”*, The McGraw-Hill Company, 1992.