

DAFTAR PUSTAKA

1. Besterfield, Dale H.; ***“Quality Control”***, fourth edition, Prentice Hall, Inc. 1994.
2. Cohen, Lou.; ***“Quality Function Deployment : How to Make QFD Work for You”***, Addison-Wesley Publishing Company, 1995.
3. Cravens, David W.; ***“Pemasaran Strategis”***, Jilid 1, edisi keempat, Penerbit Erlangga, Jakarta, 1996.
4. Daetz, Doug., Barnard, Bill., Norman, Rick.; ***“Customer Integration: The Quality Function Deployment (QFD) Leaders Guide For Decision Making”***, John Willey and Sons Inc, Canada, 1995.
5. Day, Ronald G.; ***“Quality Function Deployment : Linking a Company with Its Customer”***, ASQC Quality Milwaukee, Wisconsin, 1993.
6. Kotler, P.; ***“Manajemen Pemasaran”***, Jilid 1, PT Prenhallindo, Jakarta, 2002.
7. Ramaswamy, Rohit.; ***“Design and Management of Service Processes: Keeping Costomers for Life”***, Addison- Wesley Publishing Company, 1995.
8. Sugiyono.; ***“Metode Penelitian Bisnis”***, CV Alfabeta, Bandung, 2003.
9. Sugiyono.; ***“Metode Penelitian Administrasi”***, cetakan kesepuluh, Penerbit Alfabeta, Bandung, 2003.
10. Tjiptono, F.; ***“Manajemen Jasa”***, Penerbit Andi Yogyakarta, 1996.
11. Tjiptono, F.; ***“Strategi Pemasaran”***, Penerbit Andi Offset, Yogyakarta, 1995.