

DAFTAR PUSTAKA

1. Alreck, Pamela L., Settle, Robert B.; "*The Survey Research Handbook*", United States of America: Irwin Inc, 1997
2. Besterfield, E. H.; "*Quality Control*", Fourth Edition, Prentice Hall, Inc., United States of America, 1994
3. Gulo, W.; "*Metodologi Penelitian*", Jakarta: Penerbit PT Gramedia Widiasarana Indonesia, 2002
4. Hair, Anderson, Tatham, Black; "*Multivariate Data Analysis*", Fifth Edition, Prentice Hall, Inc., United States of America, 1998
5. Hermawan, Melina; "*Diktat Kuliah Rekayasa Kualitas*", Jurusan Teknik Industri Universitas Kristen Maranatha, Bandung, 2006.
6. Montgomery, D.C.; "*Introduction to Statistical Quality Control*", John Wiley & Sons, New York, 1985
7. Muis, Rudijanto; "*Diktat Kuliah Statistika Industri II*", Fakultas Teknik Jurusan Teknik Industri Universitas Kristen Maranatha, Bandung, 2004
8. Rangkuti, . Freddy ; "*Riset Pemasaran*", Penerbit PT GPU, Jakarta, 1997
9. Rangkuti, Freddy; "*Measuring Customer Satisfaction: Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan & Analisis Kasus PLN-JP*", Penerbit PT Gramedia Pustaka Utama, Jakarta, 2003.
10. Salim, H.A. Abbas; "*Manajemen Transportasi*", Jakarta: PT RajaGrafindo Persada, 2002
11. Santoso, Ratno Dwi ; Kusnadi, Mustadjab Hary ; "*Analisis Regresi*", Penerbit Andi Offset, Yogyakarta, 1992
12. Santoso, Singgih; "*SPSS Statistik Multivariat*", Jakarta: Penerbit Elex Media Komputindo, 2004.
13. Sastradipoera, Komaruddin; "*Mencari Makna di Balik Penulisan Skripsi, Tesis, dan Disertasi*", Bandung: Penerbit Kappa-Sigma, 2005
14. Simamora, Bilson; "*Analisis Multivariat Pemasaran*", Penerbit PT Gramedia Pustaka Utama, Jakarta, 2005
15. Simamora, Bilson; "*Riset Pemasaran : Falsafah, Teori dan Aplikasi*", Penerbit PT Gramedia Pustaka Utama, Jakarta, 2004.
16. Sugiyono; "*Metode Penelitian Administrasi*", Bandung: Penerbit Alfabeta, 2006

17. Sulaiman, Wahid; "*Analisis Regresi Menggunakan SPSS*", Yogyakarta: Penerbit Andi, 2004
18. Supranto, J.; "*Pengukuran Tingkat Kepuasan Pelanggan*", Penerbit Rineka Cipta, Jakarta, 2001
19. Tjiptono, Fandy; "*Manajemen Jasa*", Yogyakarta: Andi Offset, 1996
20. Zeithaml, Valarie A; Bitner, Mary Jo; Gremler, Dwayne D; "*Services Marketing: Integrating Customer Focus Across the Firm*", 4th Edition, McGraw-Hill International Edition, United States of America, 2006
21. www.multivariatesolutions.com
22. www.emeraldinsight.com
23. www.youngstatistician.com milist: stis44@yahoo.com