

DAFTAR PUSTAKA

1. Kottler, Philip., *Marketing Management: Analysis, Planning, Implementation and Control. Englewood Cliffs, New Jersey: Prentice-Hall International, Inc.*, 2000.
2. Sugiyono, *Metode Penelitian Bisnis*, Alfabeta, Bandung, 2002.
3. Walpole, Ronald E., *Pengantar Statistika*, PT Gramedia Pustaka Utama, Jakarta, 1995
4. Zeithaml, Valerie A., A. Parasuraman, Leonard L. Bery., *Delivering Quality Service: Balancing Customer Perceptions and Expectation. New York: The Free Press*, 1990.
5. Zeithaml, Valerie A., Bitner, Marie Jo, Gremler, Dwayne D., *Services Marketing: Integrating Customer Focus Across The Firm*, 4th Edition. Singapore, *McGraw Hill*, 2006.