

## DAFTAR PUSTAKA

1. Daft L Richard., "*Organization Theory and Design*", sixth edition.
2. David, Fred R., "*Strategic Management*", 6<sup>th</sup> edition, Prentice Hall Internasional, New Jersey, 1994.
3. Kotler, Philip; "*Manajemen Pemasaran*", Jilid 1, Edisi Millenium, PT. Prenhallindo, Jakarta, 2002.
4. Muis, R.; "*Diktat Kuliah Analisis Data Statistik*", Bandung, 2004.
5. Rangkuti, Freddy., "*Analisis SWOT Teknik Membedah Kasus Bisnis*", PT Gramedia Pustaka Utama, 2009.
6. Sugiono, Dr.; "*Metode Penelitian Administrasi*", Alfa Beta, Bandung, 2003.
7. Tjiptono, Fandy; "*Manajemen Jasa*", Andi Offset, Yogyakarta, 2000.
8. Umar, Husein, "*Strategik Management In Action*", Jakarta: Pt Gramedia, 2001.