

DAFTAR PUSTAKA

1. Kotler, Philip. & Keller, Kevin Lane.; ***“Manajemen Pemasaran”***, edisi ke 13, Erlangga, Jakarta, 2009.
2. Muis, Rudijanto.; ***”Diktat Kuliah Analisis Data Statistik”***, Bandung, 2004.
3. Olson, Jerry C. & Peter, J. Paul.; ***“Consumer Behavior and Marketing Strategy”***, McGraw-Hill, New York, 2005.
4. Santoso, Singgih.; ***“Buku Latihan SPSS Statistika Multivariat”***, PT Elex Media Komputindo, Jakarta, 2002.
5. Sarwono, Jonathan.; ***“12 Jurus Ampuh SPSS untuk Riset Skripsi”***, PT Elex Media Komputindo, Jakarta, 2013.
6. Sudjana.; ***“Metoda Statistika”***, edisi ke 6, Tarsito, Bandung, 1996.
7. Tjiptono, Fandy. & Chandra, Gregorius.; ***“Service, Quality & Satisfaction”***, Andi, Yogyakarta, 2005.
8. Yulianti.; ***“Diktat Kuliah IE703 Analisis Data Statistik”***, Bandung, 2013.
9. Zeithaml, Valarie A., Parasuraman, A. & Berry, Leonard L.; ***“Delivering Quality Service: Balancing Customer Perceptions and Expectation”***, The Free Press, New York, 1990.
10. Zeithaml, Valarie A., Bitner, Mary Jo. & Gremler, Dwayne D.; ***“Services Marketing: Integrating Customer Focus Across the Firm”***, McGraw-Hill, New York, 2006.