

## DAFTAR PUSTAKA

- Ajzen, Icek.** 2005. *Attitudes, Personality and Behavior*. England: Open University Press, McGraw-Hill Education.
- Departemen Pendidikan Nasional,** 2004. *Pelayanan Profesional Kurikulum 2004. Penilaian Kelas*.
- Guilford, J. P.** 1956. *Fundanmental Statistics in Psychology and Education*. (3<sup>rd</sup> Ed.). Tokyo : Mc. Graw-Hill Kogakusha Company. Ltd.
- Gulo, W.** 2002. *Metodologi Penelitian*. Jakarta : PT. Gramedia Widia Sarana Indonesia.
- Hrubes, D,** 2001. *Predicting hunting intention and behavior : An application of the theory of planned behavior*. 165-178. Amherst : Taylor and Francis. Ltd.
- Hurlock, Ellizabeth B.** 1980. *Psikologi Perkembangan Suatu Pendekatan Sepanjang Rentang Kehidupan*. (5~' Ed.). Alih Bahasa Erlangga.
- Michie, S.** 2004. Using the theory of planned behaviour to predict screening uptake in two contexts. *Journal of Psychology and Health*. 705-718. Birmingham : Taylor & Francis. Ltd.
- Santrock, John. W.,** 1998. *Adolescent Development, Seventh Edition*, USA : McGraw-Hill, Inc.
- Santrock, John. W.,** 2002. *Life Span Development*. Edisi Ketujuh. Jakarta: Penerbit Erlangga

**Siegel, Sidney, N. John Castellan Jr.** 1988. *Nonparametric Statistic for Behavioral Sciences*. (2nd Ed.). Tokyo: Mc. Graw-Hill International Edition.

**Sudjana,** 1996. *Metoda Statistika*. Edisi keenam. Bandung : Penerbit Tarsito.

**Ajzen, Icek.** 1991. *The Theory of Planned Behavior*. Amherst : University of Massachusetts.

**Santoso, Benny.** 2003. *All About MLM*. Yogyakarta : ANDI.

**Kisata, Pindi.** 2005. *Why Not MLM?*. Jakarta : PT Gramedia Pustaka Utama.

*Cara Cepat Mengerti Sistem; Edisi ketiga, 2004* : CV Nurfa Utama

## DAFTAR RUJUKAN

- Ajzen, Icek.** 2006. *Constructing a TpB Questionnaire: Conceptual and Methodological Considerations.*
- Ajzen, Icek** 1991. *Organizational of Behavior and Human Decision Processes.* University of Massachusetts at Amherst.
- Bamberg, Sebastian., Ajzen, Icek., Schimdt, Peter.** 2003. Choice of Travel Mode in the Theory of Planned Behavior: The Roles of Past Behavior, Habit, and Reasoned Action. *Journal of Basic and Applied Social Psychology*, 25. 175-187. Lawrence Erlbaum Associates, Inc.
- Davis, Larry E.** 2002. The decision of African American students to complete high school : An application of the theory of planned behavior. *Journal of Educational Psychology*. 810-819. American Psychological Association. Inc.
- Filla, Stefanie A.** 2006. Applying the theory of planned behavior to healthy eating behaviors in urban native American youth. *International journal of behavioral nutrition and physical activity*. 1-10. America Biomedical Central. Ltd.
- Francis, Jillian J., Eccles, Martin P.** 2004. *Constructing Questionnaires Based On The Theory of Planned Behaviour. A Manual for Health Services Researchers.* United Kingdom :Centre for Health Services Research, University of Newcastle.
- Sitepu, Nirvana.** 1995. *Analisis Korelasi.* Bandung Unit Pelayanan Statistika. Jurusan Statistika. FMIPA UNPAD.

**Kotler, Philip. 1984. *Marketing Management, Eleventh Edition***

**Kotler, Philip. [www.prenhall.com/Kotler](http://www.prenhall.com/Kotler)**