

DAFTAR PUSTAKA

1. Aaker, David A., Kumar, V., Day, George S.; **"Marketing Research"**, 7th edition, John Wiley&Sons, Inc., New York, 2001.
2. Blank, Leland.;**"Statistical Procedure For Engineering, Management, And Science"**, The McGraw-Hill Companies, 1982.
3. Hartono, Natalia.;**"Diktat Responsi Statistik 2"**, 2004
4. Kotler, P.; **"Manajemen Pemasaran"**, edisi 10, PT. Prenhallindo, Jakarta, 2002.
5. Kotler, P.; **"Marketing Manajemen : Analysis, Planning, Implementation, and Control"**, 11th edition, Prentice Hall, Englewood Cliffs, New Jersey, 2003.
6. Kotler, P., Gary Amstrong.; **"Principles of Marketing"**, 10th edition, Prentice Hall, 2004.
7. Muis, Rudijanto.; **"Diktat Kuliah Statistik Industri 2"**, 2004.
8. **"Pengolahan Data Statistik dengan SPSS 12"**, Lembaga Pendidikan Komputer Wahana Semarang dan Penerbit Andi Yogyakarta.
9. Schiffman, Leon G., Leslie Lazar Kanuk.;**"Customer Behavior"**, 11th edition, Prentice Hall, Englewood Cliffs, New Jersey, 2004.
10. **"SPSS Base 7.5 Application Guide"**, SPSS Inc, 1997.
11. Stanton, William J., Charles Futrell.;**"Fundamental of Marketing"**, 8th edition, McGraw-Hill Co.Inc., New York, 1996.
12. Sugiyono; **"Metode Penelitian Administrasi"**, Cetakan kesembilan, Alfabeta, Bandung, 2002.
13. Sugiyono.; **"Metode Penelitian Bisnis"**, Edisi ke 5, CV. Alfabeta, Bandung, 2003.
14. Sugiyono; **"Statistika untuk Penelitian"**, Cetakan keenam, Alfabeta, Bandung, 2004.
15. Walpole, R. E.; **"Pengantar Statistika"**, Edisi ke 3, PT. Gramedia Pustaka Utama, Jakarta, 1993.

16. Zeithaml, Valarie A., A. Parasuraman, Leonard L. Berry.; ***Delivering Quality Service: Balancing Customer Perceptions and Expectations***, The Free Press, A Division of Macmillan, Inc, 1990.