

REFERENCE

- Bohlander, George and Snell, Scott. (2009). United States: Cengage Learning.
- BPS (2010). *Hasil Sensus Penduduk 1980,1990,2000, dan 2010*. Homepage Online Available from <http://jakarta.bps.go.id>; Internet; accessed 27 May 2012.
- DeFranco, Agnes L and Lattin, Thoman W. (2007). *Hospitality Financial Management*. New Jersey : John Wiley & Sons.Inc.
- Dittmer, Paul R. & J. Desmond Keefe III. (2008). *Principles of Food , Beveragem and Labor Cost Controls*. Canada: Wiley & Sons, Inc.
- Dopson, Lea R., Hayes, David K. (2008). *Managerial Accounting for the Hospitality Industry*. New Jersey: John Wiley & Sons,Inc.
- Enz, Cathy A. (2010). *Hospitality Strategic Management, 10th ed*. New Jersey: John Wiley & Sons, Inc.
- Fields, Roger. (2007). *Restaurant Success by Number: A Money-Guy's Guide to Opening the Next Hot Spot*. New York: Ten Speed Press.
- Fullen, Sharon. (2005). *Opening a Restaurant or Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan and Feasibility Study*.
- Gisslen, Wayne .(2011). *Professional Cooking 7th ed*. New Jersey : John Wiley & Sons, Inc.
- Dinas Kependudukan dan Pencatatan Sipil. (2012). Homepage Online Available from <http://www.kependudukancapil.go.id>; Internet; accessed 27 May 2012.
- Kotler, P., and Gertner, D. (2002). "Country as brand, product, and beyond: a place marketing and brand management perspective" *Journal of Brand Mangement*, 9:62-82.
- Kuratko, Donald F. (2009). *Introduction to Entrepreneurship 8th ed*. Singapore : South-Western, Cengage Learning.
- Ninemeier, Jack D. and Hayes, David K. (2006). *Operations Management: Principles and Practices*. London: Prentice Hall.
- Lee, Cecelia He Jin. (2005). *Eating Korean :From Barbecue to Kimchi, Recipes From My Home*. New Jersey: John Wiley & Sons.

Morrison, Alastair M. (2010). *Hospitality and Travel Marketing 4th ed.* United States: Delmar, Thomson Learning.

McEachern, William A. (2006). *Economics: A Contemporary Introduction Seventh Edition.* Mason, Ohio: South Western, Thomson.

McCabe, Scotts. (2009). *Marketing Communications in Tourism & Hospitality : Concepts, Strategies, & Cases.* UK: Elsevier Ltd.

Miller, Jack E., John R. Walker, and Karen Eich Drummond. (2007). *Supervision in the Hospitality Industry: Applied Human Resources 5th ed.* Chichester, Hoboken, New York: John Wiley & Sons Ltd.

Peraturan Pemerintah nomor 14 Tahun 1993, Penyelenggaraan Program Jaminan Sosial Tenaga Kerja (Jamsostek) Pasal 2 Ayat 3.

Peraturan Perdagangan Republik Indonesia Nomor 36/M-DAG/PER/9/2007 Tentang Penerbitan Surat Izin Perdagangan.

Robbins, Stephen P. & Timothy A. Judge. (2009). *Organizational Behavior.* New Jersey: Prentice Hall.

Sekaran, Umar., and Bougie Roger. (2010). *Research Methods for Business Fifth Edition: A Skill Building Approach.* UK: John Wiley & Sons Ltd.

SWA 01/XXIII/1-14 February 2008.

Thompson, Alan (2005). *Entrepreneurship and Business Innovation: The Art of Successful Business Start-ups and Business Planning.* Guildford, W.A: Vineyard Publishing. Florida : Atlantic Publishing Group, Inc.

Trieschmann, James S., Robert E. Hoyt & David W. Sommer. (2005). *Risk Management 12th ed.* United States: South-Western, Thomson.

Undang-Undang Republik Indonesia Nomor 3 Tahun 1982 tentang Wajib Daftar Perusahaan.

Undang-Undang Republik Indonesia Nomor 36 Tahun 2008 tentang Perubahan Keempat Atas Undang-Undang Nomor 7 Tahun 1983 tentang Pajak Penghasilan

Wazir, Razi. (2011). *Restaurant Startup : A Practical Guide,* Kindle Edition.

Walker, John R. (2010). *Supervision in the Hospitality Industry.* New Jersey : John Wiley & Sons, Inc.

Walker, John R. (2008). *The Restaurant: From Concept to Operation.* New Jersey: John Wiley & Sons, Inc.

Wade, Donald (2006). *Successful Restaurant Management : from Vision to Execution*. United, Stated: Thomson Delmar Learning.

Williams, Chuck. (2005). *Management*. Ohio: South-Western Cengage Learning.

Young, J. S. (2010). *The Korean Kitchen*. Singapore: Annes Publishing Ltd.

