

Daftar Pustaka

- Budon, David L., dan Albert J. Delta Bitta. **Consumer Behavior - Concepts and Applications**. Singapore : Mc. Graw Hill Book Company. (1988)
- David, A Garvin. **Managing Quality: The Strategic and Competitive Edge**. New York : The Free Press . (1998).
- Hawkins, Dell., Roger J. Best, dan Kenneth A. Conney. **Consumer Behaviour-Implication for Marketing Stragegy**. Plano, Texas: Businnes Publications Inc. (1986).
- Kotler, Philip et. al.,. **Marketing Places**, New York: Maccmillan Inc. (1993).
- Kotler, Philip et. al. "**Marketing Management an Asian Perspective**". Singapore: Prentice. (1996).
- Kotler, Philip., dan Gary Amstrong. **Principles of Marketing - Sixth Edition**. Englewood Cliffs, New Jersey: Prentice Hall. (1994).
- Mowen, John C, dan Michael Minor. **Consumer Behavior and Marketing Strategy**. Chicago: IRWIN Higher Education. (1996)
- Peter, J. Paul, dan Jerry C. Olson. **Consumer Behavior and Marketing Strategy**. Chicago: IRWIN Higher Education. (1996).
- Pride, William M., dan Ferrel,, O. C **Marketing, Concepts and Strategies 6th edition**. Boston, USA: Houghton Mifflin Company. (1989).
- Schiffman, Leon G., dan Leslie Lazar Kanuk. **Consumer Behavior**. Englewood Cliffs, New Jersey: Prentice Hall. (1987).
- Wells, William D., David Prensky. **Consumer Behavior**. New York: John Wiley & Sons,Inc. (1996).