

## DAFTAR PUSTAKA

- Brabazon, T.(2000).Happy Shopper.*Bussiness*,28-30.
- Bruns, W.J. Jr and Waterhouse.,J.H. (1975). Budgetary control and organization Structure,*journal of Accounting Research*. Autumn,177-203.
- Daniel S.J. and Reitsperger, W.D.1991.Linking quality strategy with management control system: Empirical evidence from Japanese industry, *Accounting, Organization and Society*,601-618.
- Daniel S.J. and Reitsperger, W.D.1992. Management control systems for quality: An Empirical comparison of the US and Japanese industry. *Journal of Management Accounting Research*, 64-78.
- Drege,S.(1991).Costumer retention strategies.*Business Mexico*, December,52-53.
- Firth, M. 1996. The Diffusion of managerial accounting procedures in the People's Republic of China and the influence of foreign partnered joint ventures, *Accounting, Organizations and Society*, **21**(7/8),629-654.
- Fisher, J. (1995). Contingency-based research on management control system:categorization by level of complexity.*Journal of Accounting Literature*, **14**,24-53.
- Foster, G and M.,Grupta.(1994).Using and moving beyond first generation costumer profitability reports, *The Newsletter of the CIMA Research Foundation*,**3**(2),January,3-5.
- Foster, G., Grupta, M. and Sjoblom, L. 1996. CPA:Challenges and new directions, *Journal of Cost Management*,*Spring*,5-17
- Guinding C.(1999).Competitor-focused accounting: an exploratory note.*Accounting, Organizations and Socciety*,**24**,583-595.
- Guinding,C. and McManus,L.(2002).The incidence, perceived merit and antecedens of customer accounting:an exploratory note, *Accounting, Accounting, Organizations and Society*,**27**,45-59.

- Jogiyanto, H.(2004). Metodologi penelitian Bisnis: *Salah Kaprah dan Pengalaman-Pengalaman*.BPFE,Yogyakarta.
- Johnson, H. T. 1992. Relevance regained: *from top-down control to bottom-up Empowerment*, New York, The Free Press.
- Kirby, L.1996.What would you do to costumer.Bank Marketing.**28**(7),12-13.
- Langfield-Smith,K.(1997).Management control systems and strategy: a critical review. *Accounting, Organizations and Society*,**22**(2),207-232.
- Marzuki,A.(1989).*Metodologi Riset*.BPFE,Yogyakarta.
- Merchant, K.(1981), The Design of the corporate budgeting system:influences on managerial behavior and performance. *The Accounting Review*,**56**(October),813-829.
- Niraj, R.;Grupta, M.;C.,Narashimham.(2001).Costumer profitability in a supply chain,*Journal of Marketing*,**65**(7),1-16.
- Porter, M.,(1980).*Competitive strategy*, New York, The Free Press.
- Reinartz,W.J.;V.,Kumar.(2002).The Mismanagement of costumer loyalty.*Harvard Business Review*,**80**(3),86-94.
- Ryalz, L.(2003). Creating profitable Costumers though the magic of data mining: Journal of Targeting.*Measurement and Analysis for Marketing*,**11**(4),343-349.
- Shapiro, B.P.; Rangan, V.K.; Moriarty,R.T.; E.B.,Ross.(1987).Manage costumers for profits (not just sales).*Harvard Business Review*, 101-108.
- Tudor,A.L., and Wilson, R.M.S.,(1983).Accounting for Marketing:Some Industry Practises.*Management Accounting*,**61**(2),February,26-28.