

BIBLIOGRAPHY

Abdurracham, Oegi. 1998. *Dasar-dasar Public Relation*. Jakarta: PT. Gramedia Pustaka Utama.

Early, C. 1999. *E-service in the Virtual Working Place* <http://www.chaniningtimes.com/0498poul.htm>

G. Simkin, Mark. 1991. *Computer Information System for Business*. University of Nevada-Reno. Dubuque, Iowa.

Hawaleshka, D. and Mckenna, J. 1998. *Air Travel Without a Ticket*. *Aviation Week & Space Technology*.

Jefkins, Frank, 1996. *Public Relation*. Cetakan ke-4 Jakarta: Erlangga.

McEwen, D. 2003. *Introduction to E-ticketing* [Online].

N. Asokan, P.A. Janson, M. Steiner and M. Waidner. 1997. "The State of the Art in electronic Payment Systems". *IEEE Computer*.

Purwanto, Djoko, 1997. *Komunikasi Bisnis*. Jakarta: Salemba Empat.

Rachmadi, F. 1992. *Public Relation dalam Teori dan Praktek*, Jakarta: Gramedia, Pustaka Utama.

Sansoni, S. 1997. *Look Ma, no plane ticket*. *Business Week*.

Supranto, J. 2001. *Pengukuran tingkat kepuasan pelanggan*. Jakarta: Rineka Cipta.

Vincent, Institute, 1997, *Total Quality Service Management*, Jakarta: PT. Gramedia Pustaka Utama.

Zeithaml, V.A. and Bitner, M.J. 1996. *Services Marketing*, McGraw-Hill, New York, NY

www.Batavia-Air.co.id

www.Wikipedia.com