

DAFTAR PUSTAKA

- Assael, Henry, 1992, "Consumer Behavior and Marketing Action", third Edition, Kent Publishing Company, Boston
- Assael, Henry, 1993, "Marketing Principles & Strategy", second Edition, Harcourt brace & Company USA
- Engel, James F, Blackwell G Roger & Miniard W Paul, 1994, "Perilaku Konsumen", Terjemahan F.X. Budiyanto, Binarupa Aksara, 1993.
- Fred N Kerlinger, 1997, "Foundations of Behavior Research, second Edition, New York:Holt, Renehart and Winston, Inc
- Husein Umar, 1999 "Metodologi Penelitian: Aplikasi dalam Pemasaran", PT.Gramedia Pustaka Utama, Jakarta.
- J Supranto, 1987, "Statistik Teori dan Aplikasi", Erlangga, Jakarta.
- Malhorta K, Naresh, 1993, "Marketing Research : an Applied Orientation" , Prentice-Hall, Engelwoods Cliffs, New Jersey.
- Marzuki, 1993, "Metodologi Riset", BPFE-UII, Yogyakarta
- Masri Singarimbun, 1990, "Metodologi Penelitian Survei", LP3ES, Jakarta
- Philip Kotler, 1989, "Manajemen Pemasaran, Analisa, Perencanaan, Implementasi dan Pengendalian", Terjemahan Ancella Anitawati Hermawan, SE, MBA, Salemba Empat Jakarta.
- Shama, Subhash, 1996, Applied Multivariate Techniques, John Willey & Sons, Usa, p.116.
- T. Hani Handoko, 1995, "Manajemen", BPFE, Yogyakarta
- Wells, D. William and David Prensky, 1996, "Consumer Behavior ", John Willey Sonc, Inc, Usa.
- William J. Stanton, 1990, "Prinsip-Prinsip Pemasaran", Jilid I Edisi Ketujuh, Erlangga,
- Winardi, 1992, "Beberapa Aspek Permodalan," Tarsito, Bandung,