

## BIBLIOGRAPHY

- Albert, Zemke. *Service America ! : Doing Bussiness in the New Economy*. USA : Dow Jones & company, Inc.
- Arikunto, Suhartini. 1998. *Prosedur Penelitian*. Jakarta : Bina Aksara.
- Cahyono. 1995. *Pemasaran Bisnis*. STIE IPWI.
- Craig and Grant. 1993. *Strategic Management*. Jakarta : PT. Gramedia.
- Cravens. 1996. *Pemasarsan Strategies Edisi keempat Jilid I*. Jakarta : Erlangga.
- Hadi. 2002. *Method Research*. Yogyakarta : Andi OFFSET.
- Hornby. AS. 1995. *Oxford Advanced Learnes's Dictionary of Current English*. Great Britain ; Oxford University Press.
- Luick and Ziegler. 1968. *Sales Promotion and Modern Merchandising*. New York : Mc. Graw Hill.
- Stanton, William, J. 1984. *Fundamentals of Marketing*. Mc, Graw Holl Book Company : Tokyo.
- Swasta and Irawan. 1984. *Manajemen Barang dalam Pemasaran*. Yogyakarta. Erlangga.
- Tschochl and Franzmeier. 2003. *Achieving Excellence Through Customer*. Jakarta : PT Gramedia Pustaka Utama.
- Tuban, et al. 2002. "Definition of Customer Service". [http://en.wikipedia.org/wiki/Customer\\_Service](http://en.wikipedia.org/wiki/Customer_Service). Accessed Date : March 03, 2008.
- Winardi. 1992. *Promosi dan Reklame. Bandung* : Mandas Maju.