



DAFTAR PUSTAKA

- Anton, H., Rorres, C., 2013, *Elementary Linear Algebra : Applications Version, Eleventh Edition*, John Wiley and Sons, Inc., New York.
- Boyd, S., 2008, *Basic Lyapunov Theory*, Stanford University, Stanford.
- Castillo-Chavez, C., dan Brauer, F., 2012, *Mathematical Models in Population Biology and Epidemiology Second Edition*, Springer, New York.
- Kotler, P., dan Armstrong, G., 2018, *Principles of Marketing, Seventeenth Edition*, Pearson Education, United States.
- Kumar, V., dan Reinartz, W.J., 2006, *Customer Relationship Management : Concept, Strategy, and Tools, Third Edition*, John Wiley and Sons, Inc., Berlin.
- Lewis, F., Vrabie, D. dan Syrmos, V., 2012, *Optimal Control Third Edition*, John Wiley and Sons, Inc., Hoboken, New Jersey.
- Martcheva, M., 2015, *An Introduction to Mathematical Epidemiology*, Springer, New York.
- Olsder, G.J., dan Woude, 1997, *Mathematical Systems Theory*, Delft University Press, Delft.
- Perko, L., 2001, *Differential Equations and Dynamical System, Third Edition*, Springer, New York.
- Plemmons, R. J., 1977, M-matrix Characterizations.I-Nonsingular M-matrices, *Linear Algebra and Its Applications*, University of Tennessee, Knoxville, Tennessee.
- Qu, Z., 2009, *Cooperative Control of Dynamical Systems, Application to autonomous Vehicles*, Springer-Verlag, London.



Rosa, S., Rebelo, P., Silva, C.M., Alves, H., dan Carvalho, P.G., 2018, Optimal Control of the Customer Dynamics Based on Marketing Policy, *Applied Mathematics and Computation*, 330,pp.42-55.

Ross, S. L., 1984, *Differential Equations, Third Edition*, John Wiley and Sons, Inc., New York.

Schmitt, P., Skiera, B. and Bulte, C.V. den, 2011, Referral Programs and Customer Value, *American Marketing Association*,75, pp.46–59.

Silva, C.M, Silverio, R., Helena, A., dan Pedro, G.C., 2016, A Mathematical Model for the Customer Dynamics Based on Marketing Policy, *Applied Mathematics and Computation*, 273,pp.42-53.

Taylor, A. E. dan Mann, W.R., 1983, *Advanced Calculus*, Third Edition, John Wiley and Sons, Inc., New York.

Wiggins, S., 2003. *Introduction to Applied Nonlinear Dynamical Systems and Chaos Second Edition*. Springer-Verlag, New York.