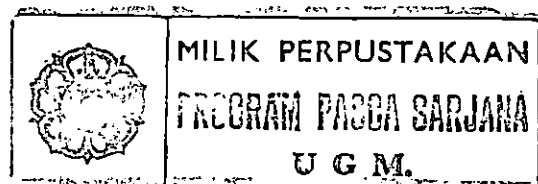




## BIBLIOGRAPHY

- Anggono, Wahyu, 2001, "Persepsi dan Preferensi Konsumen terhadap Merk Telepon Selular", MM Thesis, Pasca Sarjana UGM
- Azwar, Saifuddin, 1997, *Reliabilitas dan Validitas*, 3rd edition, Pustaka Pelajar, Yogyakarta
- Budiyuwono, Nugroho, 1996, *Pengantar Statistik Ekonomi dan Perusahaan*, revised edition, Unit Penerbit dan Percetakan AMP YKPN, Yogyakarta
- Cooper, Donald R., Schindler, Pamela S., 2000, *Business Research Methods*, 7<sup>th</sup> edition, McGraw-Hill, New York
- Cravens, David W., Piercy, Nigel F., 2003, *Strategic Marketing*, 7<sup>th</sup> edition, McGraw-Hill
- Hai magazine, 2003, "Polling Ponsel Favorit", April, 13/XXVII edition
- John F., Hair Jr., Bush, Robert P., Ortinay, David J., 2000, *Marketing Research: A Practical Approach for the New Millenium*, International edition, McGraw-Hill
- Joseph F., Hair Jr., Anderson, Ralph E., Tatham, Ronald R., Black, William C., 1998, *Multivariate Data Analysis*, 5<sup>th</sup> edition, Prentice Hall International Inc., Upper Saddle River, New Jersey
- Kotler, Philip, 2000, *Marketing Management*, Millennium edition, Prentice-Hall, International Inc., Englewood Cliffs, New Jersey
- Payne, Adrian, 2001, *The Essence of Service Marketing*, Pearson Education Asia Pte. Utd.
- Santoso, Singgih, Tjiptono, Fandy, 2001, *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*, PT.Elex Media Komputindo, Jakarta
- Sekaran, Uma, 1992, *Research Method for Business: A Skill Building Approach*, 2<sup>nd</sup> edition, John Wiley and Sons Inc.
- Selular magazine, 2002, "Empat Unsur Memuaskan Pelanggan", October, No. 31 edition
- Singarimbun Masri, Effendi, Sofian, 1989, *Metode Penelitian Survai*, LP3S, Jakarta





UNIVERSITAS  
GADJAH MADA

Identification of dominant factors in prepaid GSM SIM Card purchase  
UTARI, Siska, Prof.Dr. Dibyو Prabowo, MSc  
Universitas Gadjah Mada, 2003 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Trend and Telecommunication magazine, 2002, "Berpacu Dalam Inovasi",  
September, 11/II edition

Trend and Telecommunication magazine, 2002, "Kendali Dalam Genggaman",  
September, 11/II edition

Trend and Telecommunication magazine, 2003, "Besar Saja Belum Cukup",  
February, 15/II edition

Trend and Telecommunication magazine, 2003, "Mencermati Tarif Prabayar",  
April

Wijayanto, Hery Agung, 2002, "Faktor – faktor yang Mempengaruhi Keputusan  
Pembelian Kartu Ponsel IM3 Bagi Mahasiswa di Yogyakarta", MM  
Thesis, Pasca Sarjana UGM

Zeithaml, Valerie A., Bitner, Mary Jo, 2000, *Services Marketing*, 2<sup>nd</sup> edition,  
Irwin McGraw-Hill

<http://trochim.human.cornell.edu>, 2001, "Multivariate Statistics: Factor Analysis"

<http://www.cybertech.cbn.net.id>, 2003, "Mentari Tambah Roaming International",  
March 26

<http://www.excelcomindo.co.id>

<http://www.indosat-m3.net>

<http://www.kompas.com>, 2002, "Peluang dan Tantangan Industri Seluler Masa  
Depan", September 24

<http://www.kompas.com>, 2002, "Persaingan Operator Manjakan Masyarakat",  
November 6

<http://www.kompas.com>, 2003, "Prabayar Bisa di Luar Negeri", February 26

<http://www.kompas.com>, 2001, "Pelanggan Ponsel Akan Lampau Telepon Tetap  
Sebelum Akhir 2004", February 17

<http://www.m3-access.com>

<http://www.pikiranrakyat.co.id>, 2002, "Peluang Pasar Seluler Terbuka Luas",  
September 6



UNIVERSITAS  
GADJAH MADA

**Identification of dominant factors in prepaid GSM SIM Card purchase**  
UTARI, Siska, Prof.Dr. Dibyو Prabowo, MSc  
Universitas Gadjah Mada, 2003 | Diunduh dari <http://etd.repository.ugm.ac.id/>

07

<http://www.satelindogsm.com>

<http://www.sinarharapan.co.id>, 2003, "Direktur Utama Indosar Multimedia Mobile (IM3) Yudi Rulanto Yakin IM3 Akan Menjadi "Market Leader""

<http://www.telkomc-phone.com>, 2002, "Perkembangan Komunikasi di Indonesia", April 6

<http://www.telkomsel.com>

<http://www.wartaekonomi.com>, 2003, "Persaingan Antaroperator: Adu Teknologi dan Modal", March 24

s