

DAFTAR PUSTAKA

- Azwar, Saifuddin. (2000). *Reliabilitas Dan Validitas*. Pustaka Pelajar: Yogyakarta
- Banks, J. (1989). *Principles of Quality Control*. John Willey & Sons : Singapore.
- Crosby, Philip B. (1980). “*Quality is Free: The Art of Making Quality Certain.*”
Mc Graw Hill Book Co: New York
- Cushway, Barry. (1996). *Human Resource Management, Manajemen Sumber Daya Manusia*. PT. Elex Media Komputindo : Jakarta
- Deming, W.E, (1982). “Improvement of Quality and Productivity Through Action by Management” *National Productivity Review* (1:1) Winter.P
- Dharmmesta, Basu Swasta & Hani Handoko. (2000). *Manajemen Pemasaran: Analisa Perilaku Konsumen*, BPFE: Yogyakarta.
- Edvardsson, B., Thomasson B., Overtreit (1994), *Quality of Service : Making it Really Work*. McGraw-Hill International : United Kingdom.
- Ghozali, Imam, (2001), *Aplikasi Analisis Multivariate Dengan Program SPSS*, BP-UNDIP, Semarang.
- Hart, C.W.L., Heskett, J.L. and Sasser, W.E. (1990). “*Service Breakthrough; Changing the Rules of the Game.*” Macmillan Inc : New York.
- Hill, A.V. (1992). “Field Service Management: *An Integrated Approach ti Increasing Customer Satisfaction*”. Richard D. Irwin Inc : Illinois.
- Juran, J.M.,(1989). *Juran On Quality By Design*, Hartono, B. (1995) (Alih Bahasa), Jakarta: Pustaka Binaman Pressindo
- Kartajaya, Herman. (2002). *MarkPlus on Strategy*, Gramedia: Jakarta.
- Kotler,P. and Armstrong, G (1994). “*Principles of Marketing*” Prentice Hall Inc : New York
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988). “SERVQUAL : A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality”. *Journal of Retailing*
- Singarimbun, Masri. (1989). *Penduduk dan Perubahan*, Pustaka pelajar (Anggota IKAPI): Yogyakarta



- Sulastiyono, Agus. (2001). *Manajemen Penyelenggaraan Hotel*, Alfabeta, Bandung.
- Sugiyono, (2000), *Statistika Untuk Penelitian*, Alfabeta, Bandung.
- _____, (2001), *Statistika Untuk Penelitian : Dan Aplikasinya Dengan SPSS 10.0 For Windows*, Alfabeta, Bandung.
- Supranto. (1997). "*Pengukuran Tingkat Kepuasan Pelanggan*". Rineka Cipta, Jakarta.
- Sutrisno Hadi. (1991). "*Analisi Butir untuk Instrumen Angket Tes dan Skala Nilai*". Andi Offset. Yogyakarta.
- Tjiptono, F. (1996). *Manajemen Jasa*, Andi: Yogyakarta
- Tjiptono, Fandy dan Anastasia Diana. (2001). *Total Quality Management*, Andi: Yogyakarta.
- Zeithaml, V.A., A. Parasuraman, and L.L. Nerry. (1990). *Delivering Quality Services, Balancing Customer Perceptions and Expectations*, The Free Press: New York
- Yamit, Zulian, (2001). "*Manajemen Kualitas Produk dan Jasa*". Ekonesia : Yogyakarta.