

DAFTAR PUSTAKA

- Chorpra, Sunil, Meind, Peter, 2001, *Supply Chain Management: Strategy, Planning, and Operation*, Prentice Hall, New Jersey.
- Daihani, D. U., 2001, *Komputerisasi Pengambilan Keputusan: Panduan Langkah Mengembangkan Sistem Pendukung Keputusan Berbasis Komputer*, Penerbit PT. Elex Media Komputindo, Jakarta.
- Gasperz, Vincent, 1998, *Production Planning and Inventory Control: berdasarkan Pendekatan Sistem Terintegrasi MRP II dan JIT menuju Manufacturing 21*, Gramedia Pustaka Umum, Jakarta.
- Jogiyanto, H. M., 1993, *Analisis dan Desain Sistem Informasi: Pendekatan Terstruktur Teori dan Praktek Aplikasi Bisnis*, Cetakan ketiga, Andi Offset, Yogyakarta.
- Kotler, Philip, 1997, *Manajemen Pemasaran*, Edisi kesembilan, Prentice-Hall, Inc. New Jersey.
- Levin, R.I., 1992, *Quantitative Approaches to Management*, McGraw-Hill, Singapore.
- McLeod Jr., Raymond, 1995, *Management Information System: A Study of Computer-Based Information System*, 6th Edition, Prentice-Hall International, Inc., New Jersey.
- NOKIA Inc., 2003, *NOKIA Form 20-F: Annual Report Pursuant To Section 13 Or 15(D) Of The Securities Exchange Act Of 1934*, <http://www.nokia.com>, Finland.
- Pranata, Anthoni, 2003, *Pemrograman Borland Delphi 6*, Edisi keempat, Penerbit Andi, Yogyakarta.
- Post, Gerad, V., 2002, *Database Management System: Designing and building business applications*, 2nd Edition, McGraw-Hill, New York.
- PT. Erafone Artha Retailindo, 2002, *Company Profile PT. Erafone Artha Retailindo*. Jakarta.
- Schroder, R.G., 1992, *Operations Management: Decision Making in the Operations Function*, Edisi terjemahan, Penerbit Erlangga.

- Smith, B. Spencer, 1989, *Computer-Based Production and Inventory Control*, Englewoods, Prentice-Hall Inc, New Jersey.
- Suryadi,K., Ali, R.M, 2002, *Sistem Pendukung Keputusan: Suatu Wacana Struktural Idealisasi Dan Implementasi Konsep Pengambilan Keputusan*, Cetakan ketiga, PT. Remaja Rosdakarya, Bandung.
- Tersine, Richard J., 1978, *Principles of Inventory and Materials Management*, Engle_woods Cliffs, New Jersey, Prentice Hall.
- Turban, Efraim, 1995, *Decision Support System and Expert System: Management Support System*, 4th Edition, Englewood-Cliffs, Prentice Hall, New Jersey.



Lampiran 1. Gambaran umum Sistem Informasi Pemasaran NPD Erafone

Secara garis besarnya, gambaran umum sistem informasi pemasaran Erafone dapat digambarkan seperti *Hierarchy* plus *Input-Proses-Output (HIPO)* berikut.

