



UNIVERSITAS
GADJAH MADA

ANALISIS KESUKSESAN PRODUK MOTOR BEBEK EMPAT TAK OTOMATIS

Rachmalia Urami, Ir., Subagyo, Ph.D., IPU, ASEAN Eng

Universitas Gadjah Mada, 2007 | Diunduh dari <http://etd.repository.ugm.ac.id/>

DAFTAR PUSTAKA

- Armstrong, J. S. and Green, K.C., 2005, *Competitor-Oriented Objectives: The Myth of Market Share*, International Journal of Business
- Assael, H., 1995, *Consumer Behaviour and Marketing Action, fifth Edition*, Internasional Thomson Pub.ITP : Ohio
- Azwar, S., 2004, *Dasar Psikometri*, edisi 1, Pustaka Pelajar, Yogyakarta
- Azwar, S., 2005, *Penyusunan Skala Psikologi*, edisi 1, Pustaka Pelajar, Yogyakarta
- Azwar, S., 2006, *Reliabilitas dan Validitas*, edisi 3, Pustaka pelajar, Yogyakarta
- Azwar, S., 2005, *Metodologi Penelitian*, edisi 1, Pustaka Pelajar, Yogyakarta
- Bengkelku, 2007, *Seputar Bisnis Bengkel Motor*, www.bengkelku.com, diakses pada tanggal 6 Agustus 2007
- Creusen, M.E.H., and Schoormans, P.L., 2005, *The Different Roles of Product Appearance in Consumer Choice*, Journal of Product Management; 22:63-81
- Elliott A.C., Swain, E., and Wright I.C., 2003, *Managing Product Development Resources through the Use of Product Quality Attribute Mapping*, IMechE vol.217, EBSCO Publishing, Leicestershire
- Engel, J.F., Blackwell, R.D., dan Miniard, P.W., 1994, *Perilaku Konsumen*, Alih bahasa Budiyo, Binarupa Aksara, Jakarta
- Fisk, P., 2006, *Marketing Genius*, Edisi Bahasa Indonesia, Gramedia: Jakarta
- Hayes, B.E., 1998, *Measuring Customer Satisfaction : Survey Design, Use and Statisthycal Analysis Method, 2nd Edition*, ASQ Press, Wisconsin
- Hidayat, T., 2007, *Yamaha Tancap Gas*, <http://web.bisnis.com/edisi-cetak/edisi-harian/otomotif/> | Diakses 18 Juni 2007
- Hooley, G.J., Sainders, J.A. Piercy, N.F., 1998, *Marketing Strategy and Competitive Positioning*, Prentice Hall, London
- Isnandi, 2007, *Akhirnya Yamaha Mengungguli Honda*, <http://www.kafemotor.wordpress.com> diakses 2 Maret 2007
- Kartajaya, H., 2007, *The Road to The Top*, Swa no.8 : XXIII, halaman 74
- Khalid, H.M. dan Helander, M.G., 2004, *A Framework for Affective Customer Needs in Product Design*, *Theor. Issues in Ergon* vol.5 No.1, 27-42



ANALISIS KESUKSESAN PRODUK MOTOR BEBEK EMPAT TAK OTOMATIS

Kim, W.C., dan Maiborone, R., 2006, *The Ocean Strategy (Strategi Samudera Biru)*, Serambi, Jakarta

Kompas online, 2007, *Sepeda Motor: Skutik Masih Akan Berjaya pada Tahun 2007*, <http://www.kompas.com/otomotif> diakses 19 Juni 2007

Kompas online, 2007, *Sepeda Motor Murah diluncurkan 2007*, <http://www.kompas.com> diakses 12 Juni 2007

Kontan, 2007, *Mau yang Gaya atau yang Nyaman?, Perbandingan Spesifikasi Skutik*, <http://www.kontan.com> diakses 15 juni 2007

Kontan, 2007, *Merecoki Pasar Mio*, <http://www.kontan-online.com>, diakses 30 Maret 2007

Kumar, V.A., Davil, D.A., and George S., 1999, *Essential of Marketing Research*, John Willey & Sons Inc, New York

Liao, S.H., Hsieh, Chia-Lin, H., and Sui-Ping, 2006, *Mining Product Maps for New Product Development, Expert System with Applications* 34 (2008), 50-62

Mobil Jogja, 2007, *Perbandingan Motor Matic Indonesia*, <http://www.mobiljogja.com> diakses 11 Juni 2007

Motorplus, 2007, *Komparasi BBM Skubek : Cari Siapa Paling Irit*, <http://www.motor-plus.com>, diakses 19 Juni 2007

Otomotif, 2007, *Skutik*, edisi 52: XVI, halaman 04

Otomotif on-line, 2007, *PT. Indomobil Suzuki Internasional*, edisi 13/XVII, www.otomotif.com diakses pada tanggal 6 Agustus 2007

Porter, M.E., 1998 *Competitive Advantage, Creating, Sustaining, Superior Performance*, Free Press, New York

Plaza, 2007, *Skuter dengan Transmisi Otomatis*, 2007, <http://www.plaza.com> diakses 12 Juni 2007

Rinny, 2004, *Analisis Pengukuran Kinerja Perusahaan dengan Balance Score Card*, Tugas Akhir, Program Studi Teknik Industri, UGM

Rohlin, Klara, 2002, *Usability's Influences on Customer's Product Choice*, Department of Product Design, NTNU



ANALISIS KESUKSESAN PRODUK MOTOR BEBEK EMPAT TAK OTOMATIS

Rullijanto, D.P., Rachmalia Utami, Ir. Subagyo, Ph.D., IPU, ASEAN Eng
 2009, *Analisis Akhir Bagi Konsimen Terhadap Sepeda Motor*
 Universitas Gadjah Mada, 2007 | Diunduh dari <http://eud.repository.ugm.ac.id/>
 Sinar Masrek "Yamaha" di Kabupaten Sleman, Tugas Akhir, Program
 Pasca Sarjana, UGM

- Schmitt, B., 2006, *Brand Experience: Customer Experience Management*,
 Marketing no.02:VI, halaman 10
- Sinar Harapan, 2007, *Penjualan Sepeda Motor Akan Tumbuh 14,3 Persen*
<http://www.sinarharapan.com/promarketing>, diakses 19 Juni 2007
- Sudaryanto, 2002, *Sophisticated Technology and Strategy: Analisis Internal*
Dalam Menyusun Integrated Strategic Planning pada Technological-Based
Bussines, Usahawan no 09: XXXI
- Triatmono, 2007, *Market Competition: Andai Gue di Sisi Honda*,
<http://triatmono.wordpress.com> diakses 19 Juni 2007
- Ulrich, K.T., dan Epingger, S.D., 2000, *Perancangan dan Pengembangan Produk*,
 Edisi 1, Salemba Teknika, Jakarta
- Urban, G.L., Star, S.H., 1991, *Advanced Marketing Strategy (Phenomena,*
Analysing, Decision), Prentice Hall, New Jersey
- Walpole, R.E., Myers, R.H., Myers, S., 1998, *Probability and Statistics for*
Engineer and Scientist, Prentice Hall International Inc, New Jersey
- Wind, J.R., 1982, *Product Policy: Concepts, Methods and Strategy*, Addison
 Weshley Pub., Massachusets