

DAFTAR PUSTAKA

- Baxter, M., 2002, *Product Design: A Practical guide to systematic method of new product development*, United Kingdom: Stanley Thomes.
- Bernstein, J. dan Macias, D., 2001, *Engineering New product Success: the New Product Pricing Process at Emerson*, <http://valuepg.com>, diakses pada tanggal 19 Maret 2010.
- Cahaya, P. L., 2009, Analisis Karakteristik Kesuksesan Produk Rokok, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Cooper, R. G., 1985, Selecting Winning New Product Projects: Using the New Production System, *Journal of Product Innovation Management*, **2**, 34-44.
- Cooper, R.G dan Kleinschmidt, E.J., 1987, New Products: What Separates Winners From Losers?, *Journal of Product Innovation Management*, **4**, 169-185.
- Copper, D.R. dan Schindler, P.S., 2006, *Business Research Methods*, 9th ed., New York: McGraw Hill.
- Davis, D., 2007, *Rx for New Product Success: A guide to Successful Innovation for Media Executives*, <http://www.mediamanagementcenter.org>, diakses pada 19 Maret 2010.
- Edwar, Y., 2008, Analisis Kesuksesan Produk Televisi Layar Datar jenis *Liquid Crystal Display*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Evan, J.R. dan Olson, D.L., 2003, *Statistics, Data Analysis, and Decision Modeling*, 2nd ed., Prentice Hall, New Jersey.
- Fauzi, M., 2008, Analisis Kesuksesan Produk Toyota Rush dan Daihatsu Terios, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Hogan, J. E., 2004, New Product Success: Enhance Your New Product Development Process With “Value Gates”, *Strategic Pricing Group Cambridge*, England.



- Huang, X. Soutar, G.N. dan Brown, A., 2003, Measuring New product Success: an Empirical Investigation of Australian SMEs, *Industrial Marketing Management*, Elsevier Science Inc.
- Indriastanti, O., 2008, Analisis Karakteristik Kesuksesan Produk *Notebook*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Indrawati, S., 2009, Faktor-faktor Dominan Terhadap Kesuksesan Produk *Notebook* Kelas Menengah ke Atas, Tesis Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Istiqlalayah, H., 2009, Karakter Produk Sukses pada Produk Telepon Genggam Kelas High End, Tesis Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Kano, N. Seraku, K. Takashi, F. dan Tsuji S., 1984, Attractive quality and must-be quality, *The Journal of the Japanese Society for Quality Control*, **14**(2), 39-48.
- Kim, W.C. dan Mauborgne, R., 2002, Charting Your Company's Future, *Harvard Business Review*, 80, Juni, 76-85.
- Kotler, P. dan Keller, K.L. 2009, *Marketing Management*, 13th ed., New Jersey: Prentice Hall.
- Matsui, Y. Fillipini, R. Kitanaka, H. dan Sato, O., 2007, A Comparative Analysis of New Product Development by Italian and Japanese Manufacturing Companies: Case Study, *International Journal of Production Economics*, **110**, 16-24.
- Mital, A. Desai, A. dan Subramanian, A., 2008, Product Development: A structured Approach to Consumer Product Development, Design, and Manufacture, Butterworth-Heinemann, New York.
- Pekin Public School District 108, 2001, *Affinity Diagram*, http://www.pekin.net/pekin108/quality_tools/affinity/, Diakses pada 29 Maret 2010.
- Purnomo, Y.C., 2008, Analisis Kesuksesan Produk Sepeda Motor Kelas Bebek 100-110CC, Kelas Bebek 125CC ke Atas dan Kelas Sport, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.