

DAFTAR PUSTAKA

- Anita, B. 2007, *Analisis Hubungan Antara Persepsi Konsumen Dengan Kesuksesan Produk Kendaraan Bermotor Roda Empat*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Booz, Allen, and Hamilton. 1982. *New Product Management for the 1980's*. Booz, Allen, and Hamilton, New York.
- Calantone, R. J., Chan, K., and Cui, A. S. 2006, Decomposing Product Innovativeness and Its Effects on New Product Success, *Journal of Product Innovation Management*, **23**, 408-421.
- Chin, W. W. 1998, The Partial Least Square Approach for Structural Equation Modelling. In Marcoulides, G.A. (Ed). *Modern Method for Business Research*. Mahwah. NJ. Erlbaum.
- Cooper, R. G. 1979, The Dimensions of Industrial New Product Success and Failure, *Journal of Marketing*, **43**, 93-103.
- Cooper, R. G. 1985, Selecting Winning New Product Projects: Using the NewProd System, *Journal of Product Innovation Management*, **2**, 34-44.
- Cooper, R. G., Kleinschmidt, E. J. 1987, What Separates Winners from Losers?, *Journal of Product Innovation Management*, **4**, 169-184.
- Cooper, R. G. 1992, Selecting Winning New Product Projects: Using the NewProd System III, *Journal of Product Innovation Management*, **22**, 85-99
- Cooper, D. R., Kleinschmidt, J.E., 1995, Performance Typologies of New Product Projects, *Industrial Marketing Management*, Vol. 24, pp. 439-456.
- Davis, D. 2007. *Rx for New Product Success*. Northwestern University Media Management Center, Illinois.
- Demirbilek, O., Sener, B. 2003. Product Design, Semantics and Emotional Response, *Journal of Ergonomics*, **46**, 1346-1360.
- Department of the Navy. 1994, Methods for Managing Quality, Module 2, Lesson 4, pp. 48-57. *Washington, DC: OUSN Total Quality Leadership Office*.

- Edwar, Y. 2008, *Analisis Kesuksesan Produk Televisi Layar Datar Jenis Liquid Crystal Display (LCD TV)*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Fauzi, M. 2009, *Analisis Kesuksesan Toyota Rush dan Daihatsu Terios*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Febransyah, A. 2006, Mengukur Kesuksesan Produk Pada Tahap Desain: Sebuah Pendekatan *Fuzzy-MCDM*, *Jurnal Teknik Industri*, **8**(2), 122-130.
- Feist, G. 1994, The Affective Consequences of Artistic and Scientific Problem Solving. *Cognition and Emotion*, **8**, 489-502.
- Fischer, R. A. 1926. The Arrangement of Field Experiment, *Journal of the Ministry of Agriculture of Great Britain*, **33**, 503-513.
- Fornell, C and Larcker, D. 1981. Evaluating Structural Equation Models with Unobservable Variable and Measurement Error. *Journal of Marketing Research*, **18**, 39-50.
- Frenzel, L.E. 2009, The BlackBerry Success Story: Research In Motion Celebrates 20 Years, http://www.blackberry.com/ed_online_id#7699.html, [online, accessed Dec 15th,2009].
- Ghozali, I. 2008, *Structural Equation Modeling Metode Alternatif dengan Partial Least Square*, Badan Penerbit Universitas Diponegoro, Semarang.
- Han, S. H., Yun, M. H., Kim, K. and Kwahk, J. 2000, Evaluation of product usability; development and validation of usability dimensions and design elements based on empirical models, *International Journal of Industrial Ergonomics*, **26**, 477-488.
- Handoko, S. 2008, *Analisis Karakteristik Kesuksesan Produk Handphone*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Harris and Moure. 2006. *Chinese Branding and Trademarking: I Say Blackberry, You Say RedBerry*. Harris and Moure, China.

- Haryoko, S. 2008, *Analisis Karakteristik Kesuksesan Produk Handphone*, 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.
- Hultink, E.J., Robben H.S.J., 1995, Measuring New Product Success: The Difference that Time Perspective Makes, *Journal of Product Innovation Management*, **12**, pp. 392-405.
- Indriastanti, O. 2008, *Analisis Karakteristik Kesuksesan Produk Notebook*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Keller, R. T. 2004, A Resource-based Study of New Product Development: Predicting Five-year Later Commercial Success and Speed to Market, *International Journal of Innovation Management*, **8**(3), 243-260.
- Kim, W. C. and Mauborgne, R. 1997, Value Innovation: The Strategic Logic of High Growth, *Harvard Business Review* 75, January–February, 102–112.
- Kim, W. C. and Mauborgne, R. 1999, Creating New Market Space, *Harvard Business Review* 77, January–February, 83–93.
- Kim, W. C. and Mauborgne, R. 2002, Charting Your Company's Future, *Harvard Business Review* 80, June, 76–85.
- Kim, W. C. and Mauborgne, R. 2005, Blue Ocean Strategy: From Theory To Practice, *California Review Management* **47**(3).
- Noor, A. R. 2009, Fenomenal, Penjualan Blackberry Tumbuh 494% di Indonesia, <http://www.detikinet.com/read/2009/04/14/192736/1115473/319/fenomenal-penjualan-blackberry-tumbuh-494-di-indonesia>, [online, accessed Jan 6th, 2009]
- Noor, A. R. 2009, BlackBerry, iPhone dan Geliat Ponsel China, <http://id.news.yahoo.com/dtik/20091226/ttc-blackberry-iphone-dan-geliat-ponsel-3402758.html> [online, accessed Jan 6th, 2009]
- Norman, D. A. 1988, *The Design of Everyday Things*, Basic Books, New York.
- Norman, D. A. 2004, *Emotional Design: Why We Love (or Hate) Everyday Things*, Basic Books, New York.

- 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.
- Santoso, L. M. 2008, *Analisis Kesuksesan Produk Bisnis Penyedia Jasa Transportasi Udara*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Selvyana, Y. 2008, *Analisis Kesuksesan Produk Kendaraan Bermotor Roda Empat*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Shtatland, E. S., Moore, S., Barton, M. B. 1998, *Why We Need an R^2 Measure of Fit in Proc Logistic and Proc Genmod*, Harvard Medical School, Boston.
- Stankovic, L. and Djukic, S. 2004, Problems of Measuring Success of a New Product, *Journal of Economics and Organization*, **2**, 101-110.
- Sukemi. 2009, *Analisis Kesuksesan Produk Internet Service Provider*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Tatikonda, M. V. 2008, *Product Development Performance Measurement*, Elsevier, Oxford.
- Uletika, N. S. 2009. *Model Prediksi Produk Sukses Berdasarkan Kanvas Strategi*, Tesis Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Utami, R. 2007, *Analisis Kesuksesan Produk Motor Bebek Empat Tak Otomatis*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Werts, C. E., Linn, R. L. and Joreskog, K. G. 1974, Intraclass Reliability Estimattess: Testing Structural Assumption, *Educational and Psychological Measurement*, **34**, 25-33.
- Wicaksono, A. J. B, 2007, *Analisis Kesuksesan Produk Provider Telekomunikasi Seluler Kartu Prabayar*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Yun, M. H., Han, S. H., Hong, S. W., and Kim, J. 2003, Incorporating user satisfaction into the look-and-feel of mobile phone design, *International Journal of Industrial Ergonomics*, **46**, 1423-1440.
- Zen, M. A. S. 2008, *Analisis Tingkat Kesuksesan Produk Kartu Subscriber Identify Module Prabayar (PT. TEKOMSEL, Tbk. PT. INDOSAT, Tbk. PT. EXCELCOMINDO PRATAMA, Tbk.)*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.