

## DAFTAR PUSTAKA

- Aviv, Y., dan Pazgal, A., 2007, Optimal Pricing of Seasonal Products in The Presence of Forward-Looking Consumers, *Manufacturing & Service Operations Management*, Forthcoming.
- Azmi, M. I. A., 2011, *The Development of Pricing Model Under Competition for Airline Revenue Management*, Tugas Akhir Teknik Industri Universitas Gadjah Mada, Yogyakarta.
- Bitran, G., dan Caldentey, R., 2003, An Overview of Pricing Models for Revenue Management, *Manufacturing & Service Operations Management* 5(3), pp. 203-229.
- Cachon, G. P., dan Swinney, R., 2008, The Impact of Strategic Consumer Behavior on The Value of Operational Flexibility, *Operations Management Models with Consumer-Driven Demand*, Serguei Netessine and Christopher Tang, Editors.
- Chiang, W., Chen, J. C. H., dan Xu, X., 2007, An Overview and Research on Revenue Management: Current Issues and Future Research, *International Journal of Revenue Management*, Vol. 1, pp. 97-127.
- Coulter, K. S., 2001, Decreasing Price Sensitivity Involving Physical Product Inventory: A Yield Management Application, *Journal of Product and Brand Management*, Vol. 10, pp.301-317.
- Dai, Y., Chao, X., Fang, S. C., Nuttle, H. L. W., 2005, Pricing in Revenue Management for Multiple Firms Competing for Customers, *International Journal of Production Economics*, Vol. 98, pp. 1-16.
- Dietz, A. dan McGuire, K., 2010, Optimizing Revenues in the Hospitality and Retail Industries: Comparing and Contrasting Different Industry Problems and How SAS® Analytics Is Used to Solve Them, *Paper No. 346 of SAS Global Forum 2010*.
- Erhun, F. dan Keskinocak, P., 2003, *Game Theory in Business Application*, Lecture Course of Management Science and Engineering, Stanford University.
- Gibbons, R., 1997, An Introduction to Applicable Game Theory, *The Journal of Economic Perspectives*, Vol. 11, No. 1, pp. 127-149.

- Hair, J. F., Anderson, R. E., Tatham, R. L., dan Black, W. C., 1998, *Multivariate Data Analysis Fifth Edition*, Prentice-Hall International, Inc.
- Haensel, A., Mederer, M., dan Schmidt, H., 2010, Revenue Management in The Car Rental Industry: A Stochastic Programming Approach, *Journal of Revenue and Pricing Management*, pp. 1-10.
- Kimes, S. E., 1989, Yield Management: A Tool for Capacity-Constrained Service Firms, *Journal of Operations Management* 8(4), pp. 348-363.
- Law, A. M., dan Kelton, W. D., 1991, *Simulation Modeling & Analysis*, Second Edition, McGraw-Hill International Editions.
- Li, V. C. dan Chao, K., 2011, A Heuristic for Retailer Chain Clearance Pricing, *European Journal of Economics, Finance and Administrative Sciences*, ISSN 1450-2275 Issue 43.
- Littlewood, K., 1972, Forecasting and Control of Passenger Bookings, *AGIFORS 12<sup>th</sup> Annual Symposium Proceedings*, pp. 95-129.
- Mantin, B., 2008, *On The Effect of Competition and Strategic Consumer Behavior in Revenue Management*, A Thesis Submitted in Partial Fulfilment of The Requirements for The Degree of Doctor of Philosophy, The University of British Columbia.
- Montgomery, D. C., 2002, *Introduction to Statistical Quality Control*, Fourth Edition, John Wiley & Sons, Inc.
- Nasiry, J., dan Popescu, I., 2011, Dynamic Pricing with Loss-Averse Consumers and Peak-End Anchoring, *Operations Research* 59(6), pp. 1361-1368.
- Netessine, S. dan Shumsky, R., 2002, Introduction to The Theory and Practice of Yield Management, *INFORMS Transactions on Education* 3:1, pp. 34-44.
- Rothstein, M., 1971, An Airline Overbooking Model, *Trans. Sci.* 5, pp. 180-192.
- Sen, A., 2008, The US Fashion Industry: A Supply Chain Review, *International Journal of Production Economics* 114, pp. 571-593.
- Talluri, K.T. dan van Ryzin, G. J., 2004, *The Theory and Practice of Revenue Management*, Kluwer Academic Publishers, Boston.
- Turocy, T. L. dan Stengel, B., 2001, *Game Theory*, CDAM Research Report.