

## DAFTAR PUSTAKA

- Arikunto, S., 1996, *Prosedur Penelitian Suatu Pendekatan Praktek*, edisi revisi III, Penerbit Rineka Cipta, Jakarta.
- Asp, E.H., 1999, Factors Affecting Food Decisions Made by Individual Consumers, *Food Policy* 24 (1999) 287-294, Elsevier Science Ltd.
- Azwar, S., 1997, *Reliabilitas dan Validitas*, edisi ketiga, Pustaka Pelajar, Yogyakarta.
- Azwar, S., 1998, *Metode Penelitian*, edisi I, Pustaka Pelajar, Yogyakarta.
- Huang, X., Soutar, G.N., dan Brown, A., 2004, Measuring New Product Success: An Empirical Investigation of Australian SMEs, *Industrial Marketing Management* 33 (2004) 117-123, Elsevier Science Inc.
- Hultink, E.J., dan Robben, H.S.J., 1995, Measuring New Product Success: The Difference that Time Perspective Makes, *J Prod Innov Manag* 1995;12:392-405, Elsevier Science Inc., New York.
- Kim, W.C., dan Mauborgne, R., 2009, *Blue Ocean Strategy (Strategi Samudra Biru) Ciptakan Ruang Pasar Tanpa Pesaing dan Biarkan Kompetisi Tak Lagi Relevan*, edisi hard cover cetakan X, Serambi, Jakarta.
- Sevilla, C.G., Ochave, J.A., Punsalan, T.G., Regala, B.P., dan Uriarte, G.G., 1993, *Pengantar Metode Penelitian*, Penerbit Universitas Indonesia (UI-Press), Jakarta.
- Stewart-Knox, B., dan Mitchell, P., 2003, What Separates The Winners from The Losers in New Food Product Development? *Trends in Food Science & Technology* 14 (2003) 58-64, Elsevier Science Ltd.
- Walpole, R.E., Myers, R.H., dan Myers, S.L., 1998, *Probability and Statistics for Engineers and Scientists*, edisi ke-6, Prentice Hall International, Inc., Upper Saddle River, New Jersey.
- Www.olivefriedchicken.com, 2011, Cabang, diakses secara *online* 20 Oktober 2011, URL: [http://olivefriedchicken.com/?page\\_id=66](http://olivefriedchicken.com/?page_id=66)