

dilakukan pengembangan model harga untuk gudeg kaleng dan gudeg basah.

2. Penelitian selanjutnya dapat menambahkan variable lain selain harga seperti merek, maupun kualitas pelayanan.
3. Biaya yang digunakan untuk menentukan keuntungan tidak hanya dibatasi dari biaya produksi dan biaya simpan, tetapi melibatkan biaya yang lain.

DAFTAR PUSTAKA

- Ahn, H., Gumus, M., dan Kaminsky, P., 2006, When Demand Is a Function of Prices in Multiple Periods, *Journal of Operations Research November/December 2007 Vol. 55 No. 6* 1039-1057.
- Anjos, M. F., Cheng, R. C. H., dan Currie, C. S. M., 2004, Maximizing Revenue in the Airline Industry under One-Way Pricing, *The Journal of the Operational Research Society*, Vol. 55, No. 5 (May, 2004), pp. 535-541
- Cachon, G. P., dan Feldman, P., 2011, *Dynamic versus Static Pricing in the Presence of Strategic Consumers*,
<http://opim.wharton.upenn.edu/dpricingV1all>, accessed on 1 July 2013.
- Caro, Felipe dan David Simchi-Levi., 2012, Optimal Static Pricing for a Tree Network, *Annals of Operation Research* 191. 1(2012): 137-152
- Chan, L. M. A., Simchi-Levi, D., dan Swann, J., 2001, Effective Dynamic Pricing Strategic with Sthocastic Demand, *Paper of Management Vol 158*.
- Deng, Shiming dan Candace. A. Yano., 2006, Joint Production and Pricing Decision with Setup Cost and Capacity Constraints, *Management Science*, Vol. 52, No. 5, pp. 741-756
- Gayon, Jean-Philippe., Talay-Degirmenci, I., Karaesmen, F., dan Ormeci, E. L., 2009, Optimal Pricing and Production Policies of a Make-To-Stock System with Fluctuating Demand, *Probability in the Engineering and Information Sciences*, Vol. 23, pp. 205-230.
- Hanke, J. E., dan Wichern, D. W., 2005, *Business Forecasting*, New Jersey, Pearson Education, Inc.
- Hiller, F. S dan Liberman, G. J., 2010, *Introduction to Operations Research 9th editions*, McGraw-Hill, New York
- Jensen, Paul.A and Bard, J. F., 2003, *Operation Research : Models and Methods*, United States of Amerika, John Wiley dan Sons, Inc.

- Krishnan, T. V., Bass, F. M. dan Jain, D.C., 1999, Optimal Pricing Strategy for New Products, *Management Science*, Vol. 45, No. 12 (Dec., 1999), pp. 1650-1663.
- Mehrotra, M., Dawande, M., Gavirneni, S., Demirci, M., dan Tayur, S., 2011, Production Planning with Patterns: A Problem from Processed Food Manufacturing, *Journal of Operations Research* Vol. 59, No. 2, March–April 2011, pp. 267–282.
- Murthy, D.N.P., 1990, *Mathematical Modeling: a Tools for Problem Solving in Engineering, Physical, Biological and Social Science*, New York, Pergamon Press Inc.
- Netmba.com, 2013, *Market Definition*,
<http://www.netmba.com/marketing/market/definition/>, accessed on 28 June 2013.
- Segal, I., 2003, Optimal Pricing Mechanisms with Unknown Demand. *The American Economic Review*, Vol. 93, No. 3.
- Su, X., 2007, Intertemporal Pricing with Strategic Customer Behavior, *Management Science*, Vol. 53, No. 5 (May, 2007), pp. 726-741.