

DAFTAR PUSTAKA

- Abdul Kadir, Abdul Wahab. 2007. *Manajemen Strategik*. Jakarta: Pradnya Paramita.
- Adiningsih, Sri. <http://persaingantelekomunikasi.wordpress.com/2009/04/27/persaingan-pada-industri-telepon-selular-di-indonesia/>. (2009, 15 Oktober).
- Annual Report. <http://www.indosat.com>. (2009, 7 Oktober).
- Bank Mandiri. <http://www.bankmandiri.co.id/indonesia/eriview-pdf/>. (2009, 7 Oktober).
- Besanko, David., Dranove, David., Shanley, Mark., Schaefer, Scott. 2004. *Economics of Strategy*. 3rd edition. New Jersey: John Wiley & Sons Inc.
- Brown, Franklin. 2003. *Demand for US Outbound Telephone Traffic to Jamaica*.
- Budiyono, Eko. 2006. *Analisis Trafik pada Sistem Telekomunikasi Selular Berbasis CDMA 200 1X di Wilayah Semarang Kota*.
- Chandler. 1962. *Strategy and Structure: Chapters in the History of American Industrial Enterprise*. Chambridge: MIT Press.
- Collis, D.J., & C.A. Montgomery. 2005. *Corporate Strategy : A Resource-Based Approach*. 2nd edition. Boston: McGraw-Hill/Irwin..
- Ford, George.S., & Jackson, John.D. 1999. *Demand Elasticities for International Message Telephone Service*. at <http://www.ec-group.net>. (2010, 3 Maret).
- Gruber, H. 2001. *Competition and Innovation: The Diffusion of Mobile Telecommunications in Central and Eastern Europe* (Information Economics and Policy, No. 13, p.19-34).
- Garin-Munoz, Teresa., & Perez-Amaral, Teodosio. 1998. *Econometric Modelling of Spanish Very Long Distance International Calling* (Information Economics and Policy, Vol. 10, pp. 237-252).
- Gyimah-Brempong, Kwabena., & Karikari, John Agyei. 2001. *Effects of Capacity Constraints on US-Africa Telephone Traffic* (Information Economics and Policy, Vol. 13, pp. 1-18).
- <http://dipadipidupu.tumblr.com/post/332763400/liberalisasi-dan-perang-tarif-sebuah-gambaran-aspek>. (2010, 13 April).
- <http://web.bisnis.com/edisi-cetak/edisi-harian/teknologi-informasi/lid130244.html>. (2009, 7 Oktober).
- <http://www.itu.int>. (2009, 3 November).
- Jauch, L & Glueck, W. 1988. *Business Policy and Strategic Management*. 5th edition. New York: McGraw-Hill.
- Kartajaya, Hermawan. 1999. *Marketing Plus 2000 Siasat Memenangkan Persaingan Global*. Cetakan Keempat. Jakarta: Gramedia Pustaka Utama.
- Lovelock, C., Patterson, P, Walker, R. 2001. *Service Marketing: An Asia Pasific Perspective*. Sydney: Peason Education.
- Marbun, Daniel. 2007. *Post Merger Strategi Siemens-Nokia Untuk Menjadi Pemimpin di Industri Telekomunikasi*.
- Mufti, Nachwan. 2003. *Basic Mobile Teletraffic Engineering*. Modul 9 Sistem Komunikasi Bergerak.
- Pearce, J.A., and Robinson, Jr. 1997. *Strategic Management: Strategy Formulation*



- and Implementation*. 6th edition. Chicago: Irwin.
- Pitojo, Hero. 2004. *Strategi Pelayanan Jasa Indonesia Direct di Musim Haji Untuk Meningkatkan Pendapatan (Studi Kasus: PT Indosat, Tbk)*.
- Pujiastutik, Tri. 2006. *Pengaruh Pelayanan, Kualitas Produk, Kualitas Jaringan, dan Harga yang Kompetitif Terhadap Kepuasan Pelanggan di PT Telekomunikasi Kantor Cabang Purwodadi Jawa Tengah*.
- Rayport, Jeffrey F., Jaworski, Bernard J. 2004. *Introduction to E-Commerce*. New York: McGraw-Hill Inc.
- Safrianti, Ery. 2004. *Identifikasi Faktor Dominan yang Mempengaruhi Nilai ASR Sentral Telepon Otomat*. Vol. 1, No. 2.
- Scott, Andrew. 1995. *Why is Consumption so Seasonal?*.
- Soetadji, R. Soesetyo. 2007. *Strategi Peningkatan Keinerja PT Puspetindo*.
- Sugiyono, Agus. 2002. *Persaingan di Industri Telekomunikasi*.
- Thompson, Jr., Arthur., Strickland, Ill, A.J, Gamble., John, E. 2005. *Crafting and Executing Strategy*. 17th Edition. New York: The McGraw-Hill Co Inc.
- Tjiptono, Fandy. 2000. *Manajemen Jasa*. Edisi kedua. Yogyakarta: Andi.
- Turban, E., King, D., Lee, J., Viehland, D. 2004. *Electronic Commerce: A Managerial Perspective*. New Jersey: Pearson Prentice Hall.
- Uyanto, S. Stanislaus. 2006. *Pedoman Analisis Data dengan SPSS*. Edisi kedua. Yogyakarta: Graha Ilmu.
- Wahyu, Edhy. <http://www.edhywahyu.web.id/smk/trafik-bab-1.html>. (2009, 13 Oktober).