

DAFTAR PUSTAKA

American Society for Quality. Definition of Quality. [Internet, cited 2019 Mei 18]. Available from: <https://asq.org/quality-resources/quality-glossary/q>

Annual Report Kalbe Farma 2018 [Internet, cited 2019 Mei 18]. Available from: <https://www.kalbe.co.id/investor/financial-reports-and-presentations/annual-report>

Bioactive Wound Care Market (Product Type - Moist Wound Care, Antimicrobial Wound Care, and Active Wound Care; End Users - Ambulatory Surgical Centers, Hospitals & Clinics, and Other End Users): Global Industry Analysis, Trends, Size, Share and Forecasts to 2025. Infinium Global Research - May, 2019.

Chen, Li-Fei, 2012. "A novel approach to regression analysis for the classification of quality attributes in the Kano model: an empirical test in the food and beverage industry," Omega, Elsevier, vol. 40(5), pages 651-659.

ISO 9000 (2005). Quality management systems -- Fundamentals and vocabulary. International Organization for Standardization.

Jylha T, Junnila S. Using the kano model to identify Customer value. Proceedings for the 20th Annual Conference of the International Group for Lean Construction.

Kano, Noriaki (1984). "Attractive quality and must-be quality". The Journal of the Japanese Society for Quality Control: 39–48.

Lai X, Xie M, Tan KC. 2004. Optimizing Product Design using the Kano Model and QFD. Department of Industrial and System Engineering, National University of Singapore.

Martilla, J. Importance-performance analysis, *Journal of Marketing*, vol. 41, no. 1, pp. 77-79, 1977.

Mkpojiogu EOC, Hashim NL. 2016. Understanding the relationship between Kano model's customer satisfaction scores and self-stated requirements importance. *SpringerPlus* (2016) 5:197

Qiting P, Uno N, Kubota Y. Kano Model Analysis of Customer Needs and Satisfaction at the Shanghai Disneyland.

Sauerwein E., Bailom F., Matzler K., Hinterburger H. (1996). *The Kano Model: How to delight your customers.*

Wong MS, Hideki N, George P. 2010. The Use of Importance-Performance Analysis (IPA) in Evaluating Japan's E-government Services. *Journal of Theoretical and Applied Electronic Commerce Research.*

Wu H, Tang YT, Shyu JW. 2010. An integrated approach of Kano's model and Importance-Performance Analysis in identifying key success factors. *African Journal of Business Management* Vol. 4(15), pp. 3238-3250.