

WORKS CITED

- Bernard H. Booms, M. J. (1981). *Marketing of Services*.
- Blythe, J. (2009). *Key Concepts in Marketing*. Los Angeles: SAGE Publications Ltd.
- Kotler, P. (2000). *Marketing Management (Millenium Edition)*. New Jersey: Prentice Hall Inc.
- Kotler, P., & Armstrong, G. (2015). *Principles of Management - Global Edition*. Harlow: Pearson Education.
- Kotler, P., & Keller, K. L. (2014). *Marketing Management 14E*. New Jersey: Pearson Education Inc.
- Mubarok, I. (2019, May 04). *Marketing Mix: Konsep dan Contoh Penerapannya di Bisnis*. Retrieved October 04, 2019, from Niaga Hoster Blog: <https://www.niagahoster.co.id/blog/marketing-mix/>
- Musu, E. J. (2019, March 25). History of House of Indogress. (H. A. Kirana, Interviewer)
- Somba, R. (2019, April 12). The Role of Marketing Department on House of Indogress. (H. A. Kirana, Interviewer)
- Wilson, A., Zeithaml, V., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing (Third European Edition)*. Berkshire: McGraw-Hill Education.