



DAFTAR PUSTAKA

- Aguilar, F. X. dan Cai, Z., 2010, Conjoint Effect of Environmental Labeling Disclosure of Forest of Origin and Price on Consumer Preferences for Wood Products in The Us and Uk, *Ecological Economics*, **70**, 308-316.
- Aries, R.S. dan Newton, R.D., 1955, *Chemical Engineering Cost Estimation*, McGraw-Hill, New York.
- Bartikowski, B., Kamei, K., dan Chandon, J., 2009, A Verbal Rating Scale to Measure Japanese Consumers' Perceptions of Product Quality, *Asia Pasific Journal of Marketing*, **22** (2), 179-195.
- Codini, A., Saccani, N., dan Sicco, A., 2012, The Relationship Between Customer Value and Pricing Strategies: An Empirical Test, *Journal of Product and Brand Management*, **21** (7), 538-546.
- Damareza, K., 2011, *Skripsi: Analisis Faktor Intangible Yang Berpengaruh Pada Penentuan Harga Produk*, Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Dolgui, A. dan Proth, J. M., 2010, Pricing Strategies and Models, *Annual Reviews in Control*, **34**, 101-110.
- Draganska, M. dan Jain, D. C., 2005, Consumer Preferences and Product-Line Pricing Strategies: An Empirical Analysis, *Marketing Science*, **22** (2), 164-174.
- Fahin, L.S., 2010, *Skripsi: Analisis Faktor Intangible Dalam Penentuan Harga Produk*, Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Griffin, R.W. dan Ebert, R.J., 1993, *Business 3rd Edition*, Prentice Hall, New Jersey.
- Griffin A. dan Page, A.L., 1993, An Interim Report on Measuring Product Development Success and Failure, *Journal of Product Innovation Management*, **10**, 291-308.
- Hair, J. F., Black, W. C., Babin, B. J., dan Anderson, R.E., 2010, *Multivariate Data Analysis Seventh Edition*, Pearson Prentice Hall, New York.
- Harinaldi, 2005, *Prinsip-Prinsip Statistik Untuk Teknik & Sains*, Erlangga, Jakarta.



- Hinterhuber, A., 2008, Customer Value-Based Pricing Strategies: Why Companies Resist, *Journal of Business Strategy*, **29** (4), 41-50.
- Ho, Y.C. dan Lin, C.H., 2009, A QFD-, Concurrent Engineering-, and Target Costing-Based Methodology for ODM Companies to Formulate RFQs, *Journal of Manufacturing Technology*, **20** (8), 1119-1146.
- Ingenbleek, P., Debruyne. M., Frambach R.T., dan Verhallen T.M., 2003, Successful New Product Pricing Practices: A contingency Approach, *Marketing Letters*, **14** (4), 289-305.
- Jakpar, S., Na, A. G. S., Johari, A., dan Myint, K. T., 2012, Examining the Product Quality Attributes That Influences Customer Satisfaction Most When the Price Was Discounted: A Case Study in Kuching Sarawak, *International Journal of Business and Social Science*, **3** (23), 221-236.
- Jiao, J., Simpson T.W., dan Siddique, Z., 2007, Product Family Design and Platform-Based Product Development: A State-Of-The-Art Review, *J Intell Manuf*, **18** (5), 5-29.
- Juran, J. M. dan Godfrey, A. B., 1998, *Juran's Quality Handbook Fifth Edition*, McGraw-Hill, New York.
- Kaul, A. dan Rao, V. R., 1995, Research for Product Positioning and Design Decisions: An Integrative Review, *International Journal of Research in Marketing*, **12** (4), 293-320.
- Keller, K. L., 1993, Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, *Journal of Marketing*, **57**, 1-22.
- Ko, C. H., 2010, The Influence of Value Factors and Pricing Strategies on Product Development of Computer Peripherals, *Department of Industrial and Commercial Design*, Taiwan.
- Kotler, P. dan Armstrong, G., 2001, *Prinsip-Prinsip Pemasaran Edisi 8 Jilid 1*, Erlangga, Jakarta.
- Kurniawan V. R. B., 2013, *Analisis Faktor Intangible Pada Harga Produk*, Tesis Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Lestariningsih, K. D., 2012, *Skripsi: Analisis Intangible Factors Yang Mempengaruhi Penentuan Harga Produk*, Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Lestariningsih, K. D., 2013, *Analisis Penentuan Harga Produk Karya Seni*, Tesis, Program Pascasarjana Teknik Industri, Universitas Gadjah Mada, Yogyakarta.



- Liozu, S. M., Hinterhuber, A., Boland, R., dan Perelli, S., 2012, The Conceptualization of Value-based Pricing in Industrial Firms, *Journal of Revenue Management*, **11** (1), 12-34.
- Mickley, H. S., Sherwood, T. K., dan Reed, C. E., 1957, *Applied Mathematics in Chemical Engineering*, McGraw-Hill, New York.
- Monroe, K., 2007, *Pricing – Making Profitable Decisions*, 3rd ed., McGraw Hill, New York.
- Montgomery D. C. dan Runger, G. C., 2003, *Applied Statistics and Probability for Engineers 3rd Edition*, John Wiley & Son Inc, USA.
- Nelson, P., Siegfried, J., dan Howell J., 1992, A Simultaneous Equation Model of Coffee Brand Pricing and Advertising, *The Review of Economics and Statistic*, **74** (1), 54-63.
- Pancras, J., 2010, A Framework to Determine the Value of Consumer Consideration Set Information for Firm Pricing Strategies, *Comput Econ*, **35**, 269-300.
- Pujawan, I. N., 2009, *Ekonomi Teknik Edisi Kedua*, Guna Widya, Surabaya.
- Sauerwein, E., Bailom, F., Matzler, K., dan Hinterhuber, H. H., 1996, The Kano Model: How to Delight Your Customers, *International Working Seminar on Production Economics*, **1**, 313-327.
- Steiner, F. dan Harmon, R., 2009, The Impact of Intangible Value on the Design and Marketing of New Products and Services: An Exploratory Approach, *PICMET 2009 Conference Proceeding*, PICMET, Oregon, 2066-2079.
- Pradopo, R., 2011, *Top Brand: Barometer Kekuatan Merek*, (akses online 16 Juli 2016) URL: http://www.topbrand-award.com/top-brand-survey/survey_methodology.
- Pradopo, R., 2016, *Top Brand Award Survey Methodology*, (akses online 30 Juni 2016) URL: <http://www.topbrand-award.com/article/top-brand-barometer-kekuatan-merek.html>.
- Wang, M., Buswell, R., Wright, J., dan Brownlee, A., 2014, A Comparison of Approaches to Stepwise Regression for The Indication of Variables Sensitivities Used With A Multi-Objective Optimization Problem, *ASHRAE Transactions*, **120**, 1-8.
- Wang, T. dan Ji, P., 2009, Understanding Customer Needs Through Quantitative Analysis of Kano's Model, *International Journal of Quality & Reliability Management*, **27** (2), 173-184.



- Wulandari, A. N., 2014, *Skripsi: Penentuan Harga Produk Fungsional dan Pasca-fungsional*, Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Wulandari, A. N., 2015, *Pengembangan Model Matematis Penentuan Harga Produk Fungsional dan Pasca-fungsional*, Tesis, Jurusan Teknik Mesin dan Industri, Universitas Gadjah Mada, Yogyakarta.
- Yoo, D. I. dan Ohta, H., 1995, Optimal Pricing and Product-Planning for New Multiattribute Products based on Conjoint Analysis, *Int. J Production Economics*, **38**, 245-253.