

REFERENCES

- Aeni, E. (2013), *Tataniaga Kentang di Desa Sangiang, Kecamatan Banjaran, Kabupaten Majalengka, Jawa Barat*. Bogor: Institut Pertanian Bogor. Retrieved May 5th 2015, from <http://repository.ipb.ac.id/bitstream/handle/123456789/65459/H13efa.pdf?sequence=1>
- Agustian, A. and Mayrowani, H. (2008), "Pola Distribusi Komoditas Kentang di Kabupaten Bandung," Jawa Barat. *Jurnal Ekonomi Pembangunan*, Vol 9, No 1, pp. 96 - 106.
- Bose, D. C. (2010), *Modern Marketing: Principles and Practice*. New Delhi: PHI Learning Private Limited.
- Brainwise (2013), *Why Do the Prices of Agricultural Goods Tend to Fluctuate More than Those of Manufactured Goods*. Retrieved October 2nd 2016, from <http://wisebrain.info/why-do-the-prices-of-agricultural-goods-tend-to-fluctuate-more-than-those-of-manufactured-goods/>
- Cooper, D. R. and Schindler, P. S. (2011), *Business Research Method*, 11e. Singapore: McGraw Hill.
- Crawford, I. M. (1997), *Agricultural and Food Marketing Management*. Rome: FAO. Retrieved February 29th 2016, from <http://www.fao.org/docrep/004/w3240e/W3240E01.htm>
- Freitas, B. A.; Darmawan, D. P.; and Putera, S. A. (2014), "Sistem Tataniaga Kentang di Kecamatan Hatu-Builiko, Kabupaten Ainaro, Timor Leste," *Jurnal Manajemen Agribisnis*, Vol 2, No 2, pp. 103-113.
- Ghorbani, M. (2008), "The Efficiency of Saffron's Marketing Channel in Iran," *World Applied Sciences Journal*, Vol 4, No 4, pp. 523-527.
- Gloriabisco.blogspot.co.id (2010), *PT Gloria Bisco*. Retrieved October 2nd 2016, from <http://gloriabisco.blogspot.co.id/>
- Halomalang.com (2012), *Keripik Kentang Cap Macan*. Retrieved October 2nd 2016, from <http://halomalang.com/peta-malang/detail/keripik-kentang-cap-macan>
- ILRI (International Livestock Research Institute). (1995), *Livestock Policy Analysis*. ILRI Training Manual 2. Nairobi: ILRI, p. 264. Retrieved February 29th 2016, from <http://www.fao.org/wairdocs/ilri/x5547e/x5547e1a.htm>

- Investopedia (2007), *Efficiency Definition*. Retrieved May 7th 2015, from <http://www.investopedia.com/terms/e/efficiency.asp>
- Jaday, K. S.; Leua, A.K.; and Darji, V. B. (2011), "Economic Analysis of Supply Chain of Fresh Potato in Middle Gujarat," *Indian Journal Agricultural Research*, Vol 45, No 4, pp. 266-274.
- Kotler, P. and Keller, K. L. (2013), *Marketing Management*, 14e. Essex: Pearson Education Limited.
- Mankiw, N. G. (1997), *Principles of Microeconomics*. Orlando: The Dryden Press.
- McCalley, R. W. (1996), *Marketing Channel Management: People, Products, Programs, and Markets*. Westport: Praeger Publishers.
- Muralidhar, G.; Radhika, P.; Seema; and Shave, M. H. (2012), "Efficiency of Marketing Channels for Mango in Mahabubnagar District of Andhra Pradesh," *The IUP Journal of Management Research*, XI, No 2, pp. 31-49.
- Randhoetatah.com (2016), *Bisnis Unit*. Retrieved October 2nd 2016, from <http://www.randhoetatah.com/bisnis-unit/>
- Setiawan, R. (2012), *Produksi Kentang Lokal Siap Hadang Kentang Impor*. Retrieved May 5th 2015, from <http://economy.okezone.com/read/2012/03/05/320/587631/large>
- Sheth, J. N. and Sisodia, R. S. (2002), "Marketing Productivity: Issues and Analysis," *Journal of Business Research*, Vol 55, pp. 349-362.
- Sihombing, L. (2005), "Analisis Tataniaga Kentang di Propinsi Sumatera Utara," *Jurnal Ilmiah Pertanian Kultura*, Vol 40, No 2, pp. 94-99.
- Sinaga, N. (2014), *Tujuh Komoditas Sayuran Jadi Perhatian Utama*. Retrieved May 5th 2015, from <http://tabloidsinartani.com/content/read/tujuh-komoditas-sayuran-jadi-perhatian-utama/>
- Smith, L. D. (1992), *Cost, Margin and Returns in Agricultural Marketing. Marketing and Agribusiness Development*, Paper no.1. Rome: Food and Agriculture Organization. (September).
- Statistics Indonesia (2013), *Kamus Sensus Pertanian*. Retrieved October 2nd 2016, from <http://st2013.bps.go.id/dev2/index.php/kamus/index>
- Statistics Indonesia (2015), *Tosari Sub District in Figures*. Pasuruan: Statistics of Pasuruan Regency.

- Swaminathan, B.; Anbarassan, A.; Siva Balan, K. C.; Murali Gopal, S.; and Chinnadurai, M. (2013), "Market and Marketing Efficiencies of Vegetable Trading in the Coimbatore District of Tamil Nadu: an Economic Analysis," *Golden Research Thoughts*, Vol 2, No 10, pp. 1-8.
- Thamizhselvan, K. and Murugan, S. P. (2012), "Marketing of Grapes in Theni District," *International Journal of Marketing and Technology*, Vol 2, No 9, pp. 96-111.
- The Food and Agriculture Organization of the United Nations. (1997), "The State of Food and Agriculture: The Agroprocessing Industry and Economic Development," *FAO Agriculture Series*, No 30. Rome: FAO.
- Tosari Sub District Department of Agriculture (2016). *Luas Areal Tanaman Kentang Tahun 2015 Kecamatan Tosari*. Data. Unpublished.
- Tracey-White, J. (2005), "Rural-Urban Marketing Linkages: An Infrastructure Identification and Survey Guide," *FAO Agricultural Service Bulletin*, No 161. Rome: FAO.
- Vercammen, J. (2011), *Agricultural Marketing: Structural Models for Price Analysis*. New York: Routledge.
- Wissman, R. A. (1997), *Marketing Coordination in Agricultural Cooperatives*. Washington, DC: USDA Research Report.
- Zarias, F.; Suhartini; and Maarthen, N. (2015), *Analisis Efisiensi Pemasaran Kentang di Desa Sumberbrantas, Kecamatan Bumiaji, Kota Batu*. Retrieved May 8th 2015, from <http://fp.ub.ac.id/agrise/e/?s=sumberbrantas>