

## DAFTAR PUSTAKA

- Arifin, Johar, 2004, *Aplikasi Excel dalam Fungsi Finansial Terapan*, Penerbit Elex Media Komputindo Jakarta
- Asri Marwan, 1991, *Marketing*, Penerbit dan Percetakan AMP YKPN Yogyakarta
- Badan Pusat Statistik, 2002, *Bantul Dalam Angka*
- Badan Pusat Statistik, 2003, *Bantul Dalam Angka*
- Badan Pusat Statistik dan Bappeda Bantul, 2005, *Produk Domestik Regional Bruto Kabupaten Bantul*
- Bank Indonesia, 2004, *Statistik Ekonomi Keuangan Daerah Yogyakarta*
- Bank Indonesia, 2004, *Kajian Ekonomi Regional Propinsi Daerah Istimewa Yogyakarta*
- Blocher, Eward J, Kung H Chen & Thomas W Lin, 2000, *Cost Management : A Strategic Emphasis*, Mc Graw Hill Company
- Cowe, Roger, 1993, *Hand Book Of Management Accounting*, (Terjemahan Hermawan Sulistyono dan Syahrial Noor), Elex Media Komputindo Kelompok Gramedia Jakarta
- Hansen, Don R & Maryanne M Mowen, 1997, *Management Accounting*, South Western College Publishing Cincinnati, Ohio
- Husnan, Suad, 2000, *Manajemen Keuangan Teori dan Penerapan (Keputusan Jangka Panjang)*, BPFY Yogyakarta
- Husnan, Suad dan Muhammad Suwarsono, 2000, *Studi Kelayakan Proyek*, Edisi keempat, UU AMP YKPN Yogyakarta
- Horngrren, Foser & EE Datar, 2000, *Managerial Accounting*, 9<sup>th</sup> Edition, Prentice Hall Inc, A Simon Schuster Company, Upper Saddle River New Jersey
- Kertajaya, Hermawan, 2002, *Hermawan Kertajaya On Marketing*, PT Gramedia Pustaka Utama
- Kotler, Philip dan Paul N Bloom, 1984, *Marketing Professional Services*, Prentice Hall, Englewood Cliffs New Jersey
- Lupiyoadi, Rambat, 2001, *Manajemen Pemasaran Jasa, Teori dan Praktik*, PT Salemba Emban Patria Jakarta

- Lyn, Squire & Herman G Van Der Tak, 1975, *Economics Analysis of Pojects*, The Johns Hopkins University Press
- Mulyono, Teguh Pudjo, 1996, *Bank Budgeting Profit Planning and Control*, BPFE UGM Yogyakarta, Edisi keempat.
- Myers, James H, 1986, *Marketing*, McGraw-Hill Inc United States .
- Nasir, Moh, 1988, *Metode Penelitian*, Ghalia Indonesia, Penerbit Balai Aksara Penerbit Yudistira dan Pustaka Saadiyah
- Rangkuti, Freddy, 2000, *Business Plan Teknik Membuat Perencanaan Bisnis, Analisis Kasus*, Penerbit Gramedia Pustaka Utama Jakarta
- Salvatore, Dominic, 2001, *Managerial Economics, dalam Perekonomian Global*, Erlangga Jakarta
- Shmenner, Roger W, 1982, *Making Business Location Decisions*, Prentice Hall Inc, Englewood Cliffs NJ
- Stanton, William J, 1991, *Fundamentals of Marketing, 9<sup>th</sup> Edition*, Mc Graw Hill, New York
- Strauss, Anselm & Juliet Cobin, 1992, *Dasar-dasar Penelitian Kualitatif*, Pustaka Pelajar Yogyakarta
- Sukristono, 1992, *Perencanaan Strategis Bank*, Penerbit IIBI Jakarta
- Sumarni, Murti, 1997, *Marketing Perbankan*, Liberty Yogyakarta
- Suratiyah, Ken, 2001, *Hand Out Matrikulasi, Dasar-dasar Manajemen Keuangan, MMA UGM*
- Tendelilin, Eduardus, 2001, *Analisis Investasi dan Manajemen Portofolio*, BPFE, Yogyakarta
- Van Horne, James C dan Jhon M Wachowics Jr, 1992, *Fundamentals of Financial Management, 8<sup>th</sup> Edition*, Prentice Hall Inc, A Simon & Schuster Company, Englewood Cliffs New Jersey.
- Wheelen, Thomas L dan J David Hunger, 1989, *Strategic Management and Business Policy 3<sup>rd</sup> Edition*, Adison Wesley, Publishing Company Inc USA