

## DAFTAR PUSTAKA

- Agus, Ahyari, (2000), Manajemen Produksi, Edisi ke-4. BPFE. Yogyakarta
- Assauri, Soyjan. 2008. Manajemen Produksi dan Operasi. Jakarta: LPFEUI
- Chase, R. B., Jacobs, F. R., dan Aquilano, N. J. 2006. *Operations Management For competitive advantage, 9th ed.* New York : McGraw-Hill
- Gronroos, C. 1990. *Service Management and Marketing: Managing the Moment of Truth in Service Competition.* Massachusetts: Lexington.
- Handoko T. Hani, 2000, Manajemen Personalia dan Sumberdaya Manusia, Edisi II, Cetakan Keempat Belas, Penerbit BPFE, Yogyakarta
- Heizer, J., dan Render, B. 2008. *Operations Management, 9th ed.* New Jersey: Prentice Hall
- Heizer, Jay and Render, Barry. (2006). *Operations Management, 8th Edition,* Pearson Prentice Hall. New Jersey.
- Heizer, Jay dan Barry Render. 2009. *Manajemen Operasi Buku 1 Edisi 9.* Jakarta: Salemba 4.
- Herjanto, Eddy. 2008. *Manajemen Operasi. Edisi Ketiga.* Jakarta: Grasindo
- Kotler, Philip, 2002, *Manajemen Pemasaran, Jilid 1, Edisi Milenium,* Jakarta, Prehallindo
- Kumar, S. Anil, dan N. Suresh. (2009). *Operation Management.* New Age International (P) Ltd., Publisher, New Delhi.
- Melnyk, Steven A. (2002). *Operation Management. A Value-Driven Approach.* Irwin Mc Graw Hill, New York
- Tim Mitra bestari. 2004. *Manajemen Operasi.* Yogyakarta: Unit Penerbitan Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta (UPFE-UMY).

Zeithaml, V.A., A. Parasuraman, and L.L. Berry (1990), *Delivering Quality Service*. New York: The Free Press