

DAFTAR PUSTAKA

- Andrich, D. (1978). *A rating formulation for ordered response categories*. *Psychometrika*.
- Aristianto, Roni. 2009. *Usulan Perbaikan Customer Service Indosat Dengan Menggunakan Quality Function Deployment (QFD) Di Kediri*.
- Brennan, J.R. (1994), *Warranties, Planning, Analysis, and Implementation*, Mc.GrawHill, New York.
- Cohen, Lou,1995, “*Quality Function Deployment : How To Make QFD Work For You*”, Addison-Wesley Publishing Company, Singapore.
- Eangel (1996), *Service Marketing, Integrating Customer Focus*. New Delhi : Tata Mc Graw-Hill.
- Gaspersz, Vincent, 1997, “*Manajemen Kualitas dalam Industri Jasa*”, PT Gramedia Pustaka Utama, Jakarta.
- Ibrahim, Budy, 1997, “*TQM Panduan Untuk Menghadapi Persaingan Global* “.Djambatan.
- J. Suprpto, 1997. “*Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikan Pangsa Pasar* “, Rinekha Cipta, Jakarta.
- Jono, Sritomo. 2006. *Implementasi Metoda Quality Function Deployment (QFD) Guna Meningkatkan Kualitas Kain Batik Tulis*.
- Kotler, Philip. (2000), *Manajemen Pemasaran*, edisi milinium, jilid 1 Jakarta.: Prenhallindo.
- Murthy, D.N. Prabharkar dan Blischke, Wallace R. 2007, *Warranty Management and Produc Manufacture*, Spriger, London.
- Roehm, T. 2003, *Warranty management as your competitive differentiator: how to reduce cost and improve customer satisfaction, cycle time: your competitive advantage*, [online]. Available:[http:// www.sas.com](http://www.sas.com).
- Schnaars, Steven P. 1997. *Marketing Strategy*. Simon & Schuster Adult Publishing Group
- Snider, J. G., and Osgood, C. E. (1969) *Semantic Differential Technique: A Sourcebook*. Chicago: Aldine.
- Snider, J. G., and Osgood, C. E. (1969) *Semantic Differential Technique: A Sourcebook*. Chicago: Aldine.
- Tjiptono, Fandy., (1996), *Manajemen Jasa*. Yogyakarta, ANDI.
- Tjiptono, Fandy, (2005), *Service, Quality & Satisfaction*. Yogyakarta : ANDI
- W. Soebroto, Sritomo. *Aplikasi Metoda Quality Function Deployment Untuk Perancangan Dongkrak Dinamis Dengan Mengantisipasi Kebocoran Ban Sepeda Motor*.
- Wahyu, 1999, “*Manajemen Kualitas*” Universitas Atmajaya Yogyakarta.

Yamit, Zulian, 2002, "*Manajemen Kualitas Produk dan Jasa*", Ekonisia, Yogyakarta.

<http://bataviase.co.id> [21 Mei 2010]

<http://idc.com> [24 Mei 2010]

<http://id.wikipedia.org> [24 Mei 2010]

<http://nokia.co.id> [21 Mei 2010]