

## DAFTAR PUSTAKA

1. Amin, Hanudin. 2008. Choice criteria for Islamic home financing: Empirical investigation among Malaysian bank customers. Labuan School of International Business and Finance, Universiti Malaysia Sabah.
2. Aronoff, Stanley, "Geographic Information System: A Management Perspective", WDL Publication, Ottawa, Canada, 1989.
3. Branca, Ana S. 2008. Demographic influences onbehaviour: An update to the adoptin of bank delivery channels. Journal Technical University of Lisbon, Lisboa, Portugal.
4. Handung, Demarseska. 2008. Perancangan Sistem Informasi Geografis Untuk Menentukan Pendirian Lokasi *Billboard*. Tugas Akhir IT Telkom.
5. Kompas," Bandung menjadi lautan *Billboard*", 2004.
6. Kotler, Philip dan Keller, Kevin, "Manajemen Pemasaran", Index, Jakarta, 1988.
7. Nugraha, Setiawan 2006. Proyeksi Penduduk Kota Bandung 2005-2025. Thesis Universitas Padjajaran
8. Permatasari, Dian. 2010. Analisis Variabel yang Memengaruhi Preferensi Nasabah Muslim di Wilayah Bandung untuk Menggunakan Jasa Perbankan Syari'ah. Tugas Akhir IT Tekom.
9. Pikiran Rakyat, "Ratusan *Billboard* Ditertibkan", 2008
10. Porter, M.E. "Canada at the crossroads: The reality of a new competitive environment",s1,Canada, 1991.
11. Prahasta, Eddy, "Sistem Informasi Geografis Konsep-Konsep Dasar (Perspektif Geodesi dan Geomatika)", Informatika, Bandung, 2009.
12. Ricky Yee-kwong Chan. 1997. Demographic and attitudinal differences between active and inactive credit cardholders – the case of Hong Kong. Department of Business Studies, Hong Kong Polytechnic University, Kowloon, Hong Kong.
13. Saunders, Stephen G. and Bendixen, Mike and Abratt, Russell. 2005. Banking patronage motives of the urban informal poor, School of Business and

Economics, Monash University, Roodepoort, South Africa, and Nova Southeastern University, Fort Lauderdale, Florida, USA.

14. Sudjana, "Metode statistika", Tarsito, Bandung, 1975.