

## DAFTAR PUSTAKA

- Agyl Satrio Hutomo, (2008), "*Manajemen dan Kewirausahaan, Pengaruh Kualitas Produk dan Tingkat Kepuasan Konsumen terhadap Loyalitas Pelanggan pada Produk Makanan Tela Krezz Cabang Bekasi*. Vol.14. No. 3 (2008).
- Almatsier, Sunita,(2003), *Prinsip Dasar Ilmu Gizi*. Jakarta : PT Gramedia Pustaka Utama
- Apriyantono, Anton,(2008),*Titik Kritis Kehalalan Mentega dan Margarin*. LPPOM-MUI Kaltim.
- Asep Hermawan,(2006), *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta : PT. Gramedia Widia Sarana Indonesia.
- Astawan, Made,(2006),*Jangan TAKUT Mengonsumsi Mentega & Margarin*. Departemen Kesehatan Indonesia.
- Aleksandar Maric, et al., (2009). "*Contribution to the Improvement of Products Quality In Baking Industry*." International Journal for Quality Research Vol.3.3 No.3.
- Aurimas Dapkevicius, Borisas Meltikas.(2009), "*Business in XXI Century Influence of Price and quality to Customer Satisfaction*." Journal Vol 1 No.3.
- Bowen John dan Shoemaker Stone.(2006), *Loyalty: A Strategy Commitment, Cornell HRA Quarterly*.
- Bob E. Hayes.(2008), *Measuring Customer Satisfaction and Loyalty*. American Society For Quality, Quality Press, Milwaukee: Printed in the United States of America.
- Buchari Alma,2008, *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Alfabeta.
- Cravens, David W.(2003), *Pemasaran Strategis*, Jakarta, Penerbit Erlanggan.
- \_\_\_\_\_.(2005), "*Strategic Marketing*", Eight Edition. Mc Graw Hill.
- Cristian Fischer.(2007),*Food Quality Product Export Performance – an Empirical Investigation of the EU Situation*. International Journal of Quality Food Products.Bologna, Italy.
- Fandy Tjiptono,2008, *Strategi Pemasaran*, Yogyakarta, PT. ANDI Offset.
- Fandy Tjiptono dan Gregorius Chandra,(2005), *Service Quality and Satisfaction*, Yogyakarta, PT ANDI Offset.

- Fandy Tjiptono, et al., (2008), *Pemasaran Strategi*. Yogyakarta, PT ANDI Offset.
- Fessenden,(1989) *Kimia Organik*. Edisi 3, Jakarta : Erlangga.
- Freddy Rangkuti,(2009),*Measuring Customer Satisfaction*, Jakarta, PT Gramedia Pustaka Utama.
- \_\_\_\_\_,(2009), *The Power of Brands*, Jakarta, PT Gramedia Pustaka Utama: Jakarta.
- Griffin, Jill,(2005), "*Customer Loyalty*" : *Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan* : Kata Pengantar. Robert T. Heres,alih bahasa, Dwi Kartini Yahya, Jakarta: Erlangga.
- Gremler and Brown.(2008). "*Bangladeshi Mobile Phone Operator Industry*." *Journal of The Analysis Customer Loyalty*.
- Hakim, Lukman,(2008), *Mentega Vs. Margarin*. Buletin Perspektif Okayama
- H.C Purohit.(2010),"*Quality Management and Transaction Satisfaction Measurement: A Study of Two-Wheeler (Scooter) Products*." *DSM Business Review Journal* Vol.2. No.1.
- Hermawan Kartajaya,(2006), *Hermawan Kartajaya On Brands: Seri 9 Elemen Marketing Mark Plus and Co*, Bandung: Mizan Pustaka.
- Husen Umar,(2008), *Metode Riset Bisnis*. PT Gramedia Pustaka Utama. Jakarta.
- Ignatia Anindita (2010), *Pengaruh Kualitas Layanan dan Persepsi Harga terhadap Loyalitas Pelanggan Natasha Skin Care di Surabaya*.
- J. Paul Peter and James H. Donnelly Jr.(2007), *Knowledge and Skills*. Mc Graw Hill.
- \_\_\_\_\_ and Jerry C. Olson.(2008), *Consumer Behavior and Marketing Strategy*, Eight Edition, Mc Graw Hill.
- John Asker and estelle Cantillon.(2010), "*Economic Procurement when Price and Quality Matter*." *Journal of Marketing* Vol.41 No.1
- John Davis.(2007), *Measuring Marketing : 103 Key Metrics Every Marketer Needs*. John Wiley and Sons (Asia) Pte Ltd.
- John W. Mullins and Oliver C Waller Jr.(2008), *Harper Marketing Management*, Mc Graw Hill.
- Kent B. Monroe.(2003), *Pricing, Making Profitable Decisions*, Third Edition. Illinois:Mc Graw Hill

- Kevin L. Keller.(2008),*Strategic Brand Management*, Third Edition. Pearson Prentice Hall New Jersey.
- Kisang Ryu.(2007),"*Influence of The Quality of Food, Service, and Physical Environment on Customer Satisfaction and Moderating Role of Perceived Price.*"
- Kotler, Philip and Armstrong, Gary. (2008), *Principles of Marketing*. New Jersey: Prentice Hall.
- \_\_\_\_\_.(2011), *Marketing an Introduction*. Global Edition. Pearson Education.
- Kotler, Philip.(2005), *Marketing Management The Millenium Edition*. New Jersey, Prentice Hall International Inc.
- \_\_\_\_\_. dan Kevin L. Keller.(2006),"*Marketing Management.*" New Jersey, Prentice Hall International Inc.
- \_\_\_\_\_. dan Kevin L Keller .(2009), "*Marketing Management.*" 13 Edition, New Jersey, Prentice Hall International Inc.
- \_\_\_\_\_.(2009), *Majemen Pemasaran* Edisi 13 jilid 1. Jakarta: Erlangga.
- \_\_\_\_\_.(2009), *Manajemen Pemasaran* Edisi 13 jilid 2. Jakarta: Erlangga.
- Lancaster, Geoff dan Reynold, Paul.(2006), *Introduction to Marketing*, First Indian edition. New Delhi: Crest Publishing house.
- Leing Pibul.(2009),"*Customer Satisfaction. Loyalty Influences on The Customer Satisfaction and Purchase Behavior Realtionship.*"
- Li, Tiger and Roger J. Calantone.(2008), *The Impact of Market Knowledge Competence on New Product Advantage : Conceptualization and Empirical Examination*. Journal of Marketing, Vol.62.
- Mc Kinsey,dan Arnold Saks Associates.(2007), *The New Era of Customer Loyalty Management*.
- M. Dudek Burliowska, dan D. Szewieczek.(2007),"*Quality Estimation Methods Used in Product Life Cycle.*" Journal of Achievements in Materials and Manufacturing Engineering Vol.24 issues 2 October.
- Moch. Ali,(1985), *Penelitian Pendidikan Prosedur dan Strategi*. Bandung: Angkasa.

- Muhamad, Suyanto,(2007),*Marketing Strategy Top Brand Indonesia*. CV ANDI Offset.Yogyakarta.
- Oliver, Richard L.(2008). *Satisfaction, A Behavioral Perspective on The Customer*. New York: Mc Graw Hill.
- Ratih Hurriyati,(2005), *Bauran Pemasaran dan Loyalitas Pelanggan*, Alfabeta. Bandung.
- Riduwan, Sunarto,(2010),*Pengantar Statistika untu Penelitian Pendidikan, Sosial, Ekonomi, Komunikasi dan Bisnis*.Bandung: Alfabeta.
- Saladin Djasalim,(2003), *Intisari Pemasaran dan Unsur-unsur Pemasaran*. Bandung: Linda Karya.
- Sofjan Assauri,(2004), *Manajemen Pemasaran*, Jakarta: PT Raja Grafiindo Persada.
- Sudjana,(2005), *Teknik Analisis Regresi dan Korelasi*,Bandung: Tarsito.
- Sugiyono,(2008), *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- \_\_\_\_\_,(2009), *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- \_\_\_\_\_,(2010), *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Suharsimi Arikunto,(2009), *Prosedur Penelitian Suatu Pendekatan Praktis*. Yogyakarta: Bina Aksara.
- Sulistiani,(2006),”*Manajemen dan Bisnis Manajemen Strategi Pengembangan Kualitas.*”
- Sutisna,(2004), *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosda Karya.
- Tim Departemen Gizi,(2008), *Hand Out Dasar Ilmu Gizi: Lemak*. Surabaya: FKM UNAIR
- Ulber Silalahi,(2009), *Metode Penelitian Sosial*. Bandung: PT Refika Aditama.
- Uma Sekaran dan Roger Bougie,(2009), *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons, Limited. Academic Internet Publishers Incorporated.
- Zeithaml, Valarie A. And Bitner Mary Jo.(2009),”*Service Marketing*”. Fifth Edition. Mc Graw Hill.

**Majalah dan Internet**

Laporan Bisnis Indocommercial (CIC) No. 417-16 Mei 2010

Laporan Bisnis Indocommercial (CIC) No. 424-16 Desember 2010

Majalah Marketing edisi No.02/VIII/Februari 2008

Majalah Marketing edisi No.02/IX/Februari 2009

Majalah Marketing edisi No.02/IX/Februari 2010

Majalah SWA Sembada No. 19/XXV/4-13 September 2009

Majalah SWA Sembada No. 03/XXVI/4-17 Februari 2010

Majalah SWA Sembada No. 21/XXVI/4-13 Oktober 2010

Majalah SWA Sembada No. 01/XXVII/6-19 Januari 2011

[www.topbrand-award.com](http://www.topbrand-award.com)

<http://lppommuikaltim.multiply.com/journal/item/38>

<http://www.depkes.go.id/index.php?option=articles&task=viewarticle&artid=106>

<http://po.crystal-aurora.com/?page=tulisan&id=51>

