

DAFTAR PUSTAKA

- Bidmead, Nick, Massoud, Georges & Romanovski, Piotr. (2007). Bank branches that meet customer needs. *The McKinsey Quarterly*, August, 2-6.
- Chase, Richard B. (1978). Where does the customer fit in a service operation? *Harvard Business Review*, November-December.
- Chase, Richard B. & Dasu, Sriram. (2001). Want to perfect your company's service? Use behavioral science. *Harvard Business Review*, June.
- Chase, Richard B., Jacobs, F. Robert & Aquilano, Nicholas J. (2006) *Operation Management for Competitive Advantage with Global Cases*. New York: McGraw-Hill/Irwin.
- Eppen, G.D., Gould, F.J., Schmidt, C.P., Moore, Jeffrey H. & Weatherford, Larry R. (1998). *Introductory Management Science*. New Jersey: Prentice Hall.
- Fitzsimmons, James A., Fitzsimmons, Mona J. (2008). *Service Management: Operations, Strategy, Information Technology*. New York: Mc Graw-Hill/Irwin.
- Frei, Frances X. (2006). Breaking the trade-off between efficiency and service. *Harvard Business Review*, November.
- Heskett, James L., Jones, Thomas O., Loveman, Gary W., Sasser, Earl W., Jr. & Schlesinger, Leonard A. (2008). Putting the service-profit chain to work. *Harvard Business Review*, July-August.
- Hillier, Frederick S., Hillier, Mark S., Schmedders, Karl & Stephens, Molly. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. New York: McGraw-Hill/Irwin.
- Levin, Richard L. & Rubin, David S. (1998). *Statistics for Management*. New Jersey: Prentice Hall.
- Lovelock, Christopher & Wirtz, Jochen. (2007). *Services Marketing: People, Technology, Strategy*. United States of America: Pearson Prentice Hall.
- Maisters, David H. (1985). The Psychology of Waiting Lines. In J.A. Czepiel, M.R. Solomon, and C.F. Surprenant (Ed.). *The Service Encounter* (pp. 113-123). Lexington : Lexington Press.

- Reichheld, Frederick F. & Sasser, W. Earl, Jr. (2001). Zero defections: quality comes to services. *Harvard Business Review*.
- Render, Barry, Stair, Ralph M., Jr. & Hanna, Michael E. (2009). *Quantitative Analysis for Management*. New Jersey: Pearson Prentice Hall.
- Sterman, John D. (2000). *Business Dynamics: Systems Thinking and Modeling for a Complex World*. New York: Mc Graw-Hill/Irwin.
- Womack, James P & Jones, Daniel T. (2005). Lean consumption. *Harvard Business Review*, March.

