

## DAFTAR REFERENSI

- Aaker, D.A., Kumar V., Day, G.S., dan Leone, R.P. (2011). *Marketing research*. 10th Ed. John Wiley & Sons (Asia) Pte Ltd.
- Belch, G.A dan Belch, M.A. (2009). *Advertising & promotion*. New York: McGraw Hill.
- Bingham, F.G. Jr. dan Raffield III, B.T. (1990). *Business to business marketing management*. Illinois: Irwin.
- Burnett, J. dan Moriarty, S. (1998). *Introduction to marketing communication: An integrated approach*. New Jersey: Prentice-Hall, Inc.
- Burns, A.C. dan Bush, R.F. (1998). *Marketing Research*. New Jersey: Prentice Hall Inc.
- Chapek, D. Sales incentive expenditure top \$7.8 billion mark in 1988. *Premium Incentive Scheme*, June (1989): 3.
- Curry, Joseph (1996). *Understanding Conjoint in 15 Minutes*. Sawtooth Technology Inc. www.sawtoothsoftware.com, akses 20 Juni 2010.
- Deeter-Schmelz, D.P. dan Ramsey, R.P. A psychometric assessment of the Lennox-Wolfe self-monitoring scale in the sales force." *Industrial Marketing Management* (2010), doi:10.1016/j.indmarman.2009.12.004.
- The Incentive Research Foundation (2004). *Measuring the ROI of sales incentive program*. By S. Gopalakrishna.
- Hair, J., Tatham, R., Anderson, R., and Black, W. (1998). *Multivariate-Data Analysis*. 5<sup>th</sup> Ed. New Jersey: Prentice Hall.
- Hutt, M.D dan Speh, T.W. (2001). *Business marketing management: A strategic view of industrial and organizational markets*. Harcourt College Publishers,
- (2007). *Business marketing management: B2B*. 9<sup>th</sup> ed. Ohio: Thomson South-Western.
- Ingram, T.N., LaForge, R.W., Avila, R.A., Schwepker, C.H., dan Williams, M.R. (2004). *Sales management: Analysis & decision making*. 5<sup>th</sup> Ed. Ohio: Thomson South-Western.
- Kalra, A. dan Shi, M. Designing optimal sales contest: A theoretical perspective. *Marketing Science* 20:2 (2001): 170-193.

- Kotler, P. dan Keller, K.L. (2009). *Marketing management*. 13<sup>th</sup> Ed. New Jersey: Pearson Education International.
- Malhotra, N. K. (2010). *Marketing research: An applied orientation*. New Jersey: Pearson Education International.
- Minett, S. (2002). *B2B marketing: A radically different approach for business-to-business marketers*. Great Britain: Pearson Education Limited.
- Mullins, J.W. dan Walker Jr, O.C. (2010). *Marketing management: A strategic decision-making approach*. 7<sup>th</sup> Ed. Boston: McGraw Hill.
- Mullins, J.W., Walker Jr, O.C., dan Boyd Jr, B.W (2008). *Marketing management: A strategic decision making approach*. 6<sup>th</sup> Ed. Boston: McGraw Hill.
- Murphy, W.H. dan Dacin, P.A. Sales contest: A research Agenda”. *Journal of Personal Selling & Sales Management* 18:1 (1998): 1-16.
- Murphy, W.H., Dacin, P.A., dan Ford, N.M. Sales contest effectiveness: An examination of sales contest design preferences of field sales force”. *Journal of the Academy of Marketing Science* 32:2 (2004): 127-143.
- Nolan, P. dan Alonzo, V. Incentive magazine’s review of the 1997 of the Incentive Federation State of the Industry report.” *Incentive Magazine* 1997. <[www.incentivemag.com/facts\\_and\\_figures.html](http://www.incentivemag.com/facts_and_figures.html)>, akses 28 April 2010.
- Rangkuti, F. (2002). *Strategic marketing tool & cases: Practical data analysis & interpretation marketing behaviour*. Jakarta: Elex Media Komputindo.
- Pengelolaan Data Statistik dengan SPSS 12* (2004). Penerbit Andi. Yogyakarta
- Segalla, M., Rouzies, D., Besson, M., dan Weitz, B.A. A Cross-national investigation of incentive sales compensation.” *International Journal of Research in Marketing* 23 (2006): 419-433.
- Santoso, Singgih (2003). *Buku Latihan: SPSS Statistik Multivariat*. Jakarta: Elex Media Komputindo.
- Shimp, T.A (2007). *Integrated marketing communication: Advertising & promotion*. 7<sup>th</sup> ed. Ohio: Thomson South-Western.
- Simintiras, A.C., Cadogan, J.W., dan Lancaster, G.A. Sales force behaviour: In search of motivational determinants. *Industrial Marketing Management* 25 (1996): 421-437.

Tanner Jr, J.F., Honeycutt Jr. F.D., dan Erffmeyer, R.C. (2009). *Sales management: Shaping future sales leaders*. New Jersey: Pearson Education International.

Wotruba, R. The Transformation of industrial selling: Causes and consequences. *Industrial Marketing Management* 25 (1996): 327-338.

