

DAFTAR REFERENSI

- Arikunto, Suharsimi. (1995). *Manajemen Penelitian*. Jakarta: PT. Rineka Cipta.
- Bungin, Burhan. (2003). *Analisis Data Penelitian Kualitatif*. Jakarta: Raja Grafindo Persada
- Gaspersz, Vincent. (2006). *ISO 9001:2000 and Continual Quality Improvement*. Jakarta: PT. Gramedia Pustaka Utama.
- Hilman (18 April, 2008). Management-business Source. *Kepuasan Kerja Dalam Organisasi*. 3 Juli, 2008. <http://hilman2004materials.wordpress.com/>
- Jacobs, F. Robert., Richard B. Chase, and Nicholas J. Aquilano. (2008). *Operations & Supply Management*. New York: McGraw-Hill Companies, Inc.
- Kotler, Philip. (2000). *Marketing Management*. New Jersey: Printice hall international, Inc.
- Lovelock, Christopher., & Jochen Wirtz. (2007). *Services Marketing – People, Technology, Strategy*. New Jersey: Prentice hall.
- Malhotra, Naresh K. (2007). *Marketing Research: An Applied Orientation*,: 5th Edition, New Jersey: Prentice Hall.
- Moeleong, Lexy J. (1994). *Metodologi Penelitian Kualitatif*. Bandung: Rosda Karya.
- Parasuraman, A., Valerie A. Zeithmal, & Leonard L. Berry. (1985). *A Conceptual Model of Service Quality and Its Implication for Future Research*. Journal of marketing voll 49: 44. 3 Juli, 2008. <http://www.farrell-associates.com.au/Papers/Conceptual Model of Service Quality.pdf>
- Rangkuti, Freddy. (2006). *Measuring Customer Satisfaction*. Jakarta: PT. Gramedia pustaka utama.
- Supranto, J. (2006). *Pengukuran Tingkat Kepuasan Pelanggan Untuk Meningkatkan Pangsa Pasar*. Jakarta: PT. Rineka Cipta.
- Susilo, Willy. (2005). *ISO 9001:2000 Implementing Quality Management System-On The Basis of: Leadership Value Competence Result & Innovation to Improve Business Performance and Customer Satisfaction*. Jakarta: VORQISTA Quality & Management Consultants.
- Sutopo, Heribertus B. *Metode Penelitian Kualitatif*. Surakarta: Universitas Sebelas Maret.

Yin, Robert K. *Case Study Research: Design and Methods*. Beverly Hills: Sage Publication.

Zakiah, *Sistem Manajemen Mutu ISO 9001:2000/ SNI 19-9001-2001*. 16 Juli, 2008. <http://www.pu.go.id/balitbang/SNI/pdf/modul/067.pdf>

Berita Seputar Bersih Sehat di Berbagai Media Cetak. 10 Juni, 2008. <http://www.dayugroup.web.id/ina/isiberita.php?id=2>.

<http://www.bersih-sehat.com>, 25 Juni, 2008.

<http://www.iso.ch>, 3 Juli, 2008.

