

## DAFTAR PUSTAKA

- Badan Sertifikasi Nasional (2015). *informasi standarisasi*, Retrieved Desember 19, 2015
- Dishub Kota Bandung (2015). *Jumlah kendaraan bermotor*, Retrieved Januari 5, 2016
- Gaspersz, V. (1997). *Three in One ISO 9001, ISO 14001, OHSAS 18001*. Jakarta: Vinchristo Publication.
- Hukum Online (2013). *Hukum penggunaan helm bagi pengendara sepeda motor*, Retrieved July 5, 2015
- Kastelle, T. (2012, Januari 16). *Eight Models of Business Models, & Why They're Important*. Retrieved Desember 19, 2014
- Kotler, P. (2007). *Marketing Manajemen*. Jakarta: PT.Indeks.
- Line@. (2014, ). *Line@*. Retrieved Juni 17, 2015,.
- Miles and Huberman (1984) . *Qualitative Data Analysis*
- Osterwalder, A., & Pigneur, Y. (2014). *Business Model Generation*. Jakarta: Elex Media Komputindo.
- Philip Kotler, G. A. (2004). *Principle of Marketing*. Prentice Hall: Pearson.
- R.Fraenkel, J., E.Wallen, N., & H.Hyun, H. (2012). *How To Design and Evaluate Research in Education*. New York: McGrawHill.
- Rustan, S. (2009). *Mendesain Logo*. Jakarta: Gramedia Pustaka.
- Sekaran, U. (2011). *Research Methods for Business*. Jakarta: Salemba Empat.
- Surachman, S. (2008). *Dasar-Dasar Manajemen Merek*. Malang: Bayumedia Publishing.
- Tim PPM Manajemen. (2012). *Business Model Canvas Penerapan di Indonesia*. Jakarta: PPM Manajemen.