

DAFTAR PUSTAKA

- Anshu & Gaur. (2018). Managing Customers Online Recovery – An Insight for E-Retailers Using Conjoint Analysis. *International Conference on Computational Intelligence and Communication Technology*.
- Edmond, M. (2014). All platforms considered: Contemporary radio and transmedia engagement. *New Media & Society*. 1-17.
- Effendy, O. U. (1991). *Radio Siaran : Teori dan Praktek*. Bandung: Mandar Maju.
- Forbes. (2018, Maret 30). *Radio's Big Challenge: Finding Its Way Forward In This New Digital World*. Retrieved from forbes.com: <https://www.forbes.com/sites/geneely/2018/03/30/radios-big-challenge-finding-its-way-forward-in-this-new-digital-world/#246967c85a26>
- Guillet & Kucukusta. (2016). Spa market segmentation according to customer preference. *International Journal of Contemporary Hospitality Management*, Vol. 28 Iss 2 pp. 418-434.
- Hausman, D. M. (2011). *Preference Value, Choice and Welfare*. New York: Cambridge University Press.
- Kumari N. , Choudhary S.B. , Jha S.K. & Singh S.R.K. (2014). Indian Res. J. Ext. Edu. *Radio: An Educational Media to Transfer Agricultural Information among Farmers*.
- Malhotra, D. N. (2017). *Marketing Research An Applied Approach Fifth Edition*. London: Pearson.
- McLeish, R. (2005). *Radio Production 5th Edition*. Burlington: Focal Press.
- Novemsky, Dhar, Schwarz & Simonson. (2007). Preference Fluency in Choice. *Journal of Marketing Research*. Vol. 44. 347-356.
- Nicholson, W. (2004). *Microeconomic Theory: Basic Principles and Extensions 9th Edition*. United States: South-Western College Pub.
- Nielsen. (2016, Juli 11). *Radio Masih Memiliki Tempat di Hati Pendengarnya*. Retrieved from nielsen.com: <https://www.nielsen.com/id/en/press-releases/2016/RADIO-MASIH-MEMILIKI-TEMPAT-DI-HATI-PENDENGARNYA/>

- Nitzan, S. (2010). *Collective Preference and Choice*. New York: Cambridge University Press.
- Prayudha & Munaf. (2013). *Radio is Sound Only : Panduan Mengelola Radio di Era Digital*. Jakarta: BroadcastMagz.
- Santoso, S. (2017). *Statistik Multivariat dengan SPSS*. Jakarta: PT Elex Media Komputindo.
- Setyaningsih, S. (2012). Using Cluster Analysis Study to Examine the Successful Performance Entrepreneur in Indonesia. *Economics and Finance* 4, 286-298.
- Silverio & Bassig. (2016). Application of Conjoint Analysis in Establishing Aviation Fuel Attributes for Air Travel Industries. *International CONference on Industrial Engineering, Management Science and Application*.
- Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Supriadi, Rustandi, Komarlina & Ardiani. (2018). *Analytical Hierarchy Process (AHP): Teknik Penentuan Strategi Daya Saing Kerajinan Bordir*. Yogyakarta: Deepublish.
- Tacchi, J. (2000). The need for radio theory in the digital age. *International Journal of Cultural Studies*, Vol. 3 No. 2. 289-298.
- Tan & Pawitra. (2001). Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Managing Service Quality* Vol. 11, No. 6, 418-430.
- Warren, S. (2005). *Radio: The Book For Creative, Professional Programming. 4th Edition*. Burlington: MA: Focal Press.
- Yang, C.-C. (2005). The Refined Kano's Model and its Application. *Total Quality Management* Vol. 16, No.10, 1127-1137.
- Yulia, W. (2010). *Andai Aku Jadi Penyiar*. Yogyakarta: ANDI.