

DAFTAR PUSTAKA

- Berger, C.; Blauth, T.; Boger, C.; Burchill, G.; DuMouchel, W.; Pouliot, F.; Richter, R.; Rubinoff, A.; Shen, D.; Timko, M.; Walden, D. (1993). "Kano's methods for understanding customer-defined quality". *Center for Quality Management Journal*, Vol. 2 (4), pp.: 3 – 36.
- Chang, Y. (2018). Perceived Message Consistency: Explicating How Brand Messages Being Processed Across Multiple Online Media. *Computers in Human Behavior*, 85, 125-134.
- Gustavsson, M., and Wänström, C. (2009). Assessing Information Quality in Manufacturing Planning and Control Process. *International Journal of Quality & Reliability Management*, 26(4), 325-350.
- Herjanto, E. (2008). *Manajemen Operasi*. Edisi ke-3. Indonesia: Grasindo.
- Kliatchko, J. (2005). Towards a new definition of Integrated Marketing Communications (IMC), *International Journal of Advertising* 24(1):7-34
- Llinares, C., & Page, A. F. (2011). Kano's Model in Kansei Engineering to Evaluate Subjective Real Estate Consumer Preferences. *International Journal of Industrial Ergonomics* , 233-246.
- Malhotra, Naresh K & Birks, David F. (2007). *Marketing Research: An Applied Orientation*, 3rd edition, Pearson Education International, New Jersey..
- Mazur, G. (1996). 'Voice of Customer Analysis: A Modern System of Front-End QFD Tools, with Case Studies', *AQC* 1997.
- Meggs, P. (2005). *Meggs' History of Graphic Design* (4th edition), America, Ed. Wiley.
- Pulizzi, J. and Barrett, N. (2008). *Get Content, Get Customers*. Bonita Springs, FL: Voyager Media

- Rashid, M. (2010). A review of state-of-art on Kano model for research direction. *International Journal of Engineering Science and Technology*, 2(12):7481-7490. Kitami Institute of Technology: Hokkaido
- Sekaran, Uma. (2011). *Research Methods For Business (Metode Penelitian Untuk. Bisnis)*. Jakarta: Salemba Empat.
- Tan, K.C. and Pawitra, T.A. (2001), Integrating servqual and Kano's model into QFD for service excellence development. *Managing Service Quality*, 11(6), 418-430.
- Sugiyono. (2012). *Memahami Penelitian Kualitatif*. Bandung.
- Titcomb, Allison L (2000). *Need Analysis - University of Arizona Cooperative Extension, ICYF Evaluation Concept Sheet*.
- Tontini, G., & Picolo, J. D. (2014). Identifying the impact of incremental innovations on customer satisfaction using a fusion method between importance-performance analysis and Kano model. *International Journal of Quality & Reliability Management*, 31(1), 32-52.
- Ulrich, Karl T., dan Eppinger, Steven D. (1995). *Product Design and Development*. Edisi ke-4. New York: Mc Graw Hill Book.
- Virvilaitė, and Belousova. (2005). Origin and Definition of Interactive Marketing, *Engineering Economics Journal*, 1 (2005), pp. 67-73.