

DAFTAR REFERENSI

Baridwan, Zaki. Intermediate Accounting, edisi 7. Yogyakarta: BPFE, 1999.

Gitman, Lawrence. J. Principles of Managerial Finance. 8th ed. United States: Kendallville, Inc. 1997

Kotler, Philip. Marketing Management. 8th ed. Englewood Cliffs, New Jersey: Prentice Hall. 1994

Perpustakaan Universitas Kristen Petra. Pedoman Umum Tata Tulis Tugas Akhir Mahasiswa Universitas Kristen Petra. Surabaya: Perpustakaan Universitas Kristen Petra. 2001