

## DAFTAR PUSTAKA

- Abdul Halim. 2010. Dasar-dasar Akuntansi Biaya, Edisi Keempat. Yogyakarta: BPFE.
- Carter, William K and Millon F Usry. 2004. Akuntansi Biaya. Jakarta: Salemba Empat.
- Garrison, Ray H, Norren, Brewer. 2013. Akuntansi Manajerial. Jakarta: Salemba Empat.
- Ghozali, Imam, 2005. Aplikasi Analisis Multivariate Dengan Program SPSS ,Edisi Ketiga, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, Damodar N dan Dawn C. Porter. 2015. Dasar-Dasar Ekonometrika Edisi 5 Buku 2. Jakarta: Salemba Empat.
- Howitt, Dennis & Cramer, Duncan. 2010. Introduction to Statistics in Psychology Fifth Edition. UK : Pearson.
- Kendall, M.G. and Stuart, A. 1961 The advanced theory of statistics. Inference and relationship. 3rd Edition, Griffin, London.
- Kotler, P., & Keller, K. L. 2012. *Marketing Management 14th Edition*).Prentice Hall: Pearson.
- Levin, R. I., & Rubin, D. S. 1998. Statistics for Management (7th edition). Englewood Cliffs: Prentice Hall.
- M Munandar. 2015. Budgeting: Perencanaan kerja, Pengkoordinasian kerja, Pengawasan kerja. Yogyakarta : BPFE.
- Mulyadi. 2009. Akuntansi Biaya, Edisi 5. Yogyakarta: UPP STIM YKPN.
- Rudianto. 2013. Akuntansi Manajemen Informasi untuk Pengambilan Keputusan Strategis. Jakarta: Erlangga
- Sinatra, Hadi Susanto., 2004, Aplikasi ERP di Jurusan Teknik Industri Universitas Kristen Petra, Bachelor thesis, Petra Christian University.
- Smith, D. C., & Aaker, D. A. 1992. Managing Brand Equity: Capitalizing on the Value of a Brand Name. *Journal of Marketing*.
- Sugiyono. 2012. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.CV
- Usry Milton F, Hammer Lawrence H, and Matz Adolph. 1990. Cost Accounting, Planning and Control. 9th edition. South-Western Publishing Co: Cincinnati Ohio.
- Wood, L. 2000. Brands and brand equity: definition and management. *Management Decision*.