

DAFTAR RUJUKAN

- Badan Pusat Statistik. (2010). Data Sensus Penduduk 2010 - Badan Pusat Statistik Republik Indonesia.
- Badan Pusat Statistik. (2016). Ringkasan Eksekutif Pengeluaran dan Konsumsi Penduduk Indonesia.
- Belch E George & Michael A. Belch. (2001). *Advertising and Promotion: An Integrated Marketing Communications Perspectives*. 15th Edition. New York: Irwin/Graw Hill.
- Belliveau, P. Griffin, A and Somermeyer, S. (2002). *The PDMA Tool Book for New Product Development*. New York: Product Development and Management Association.
- Best, R.J. (2013). *Market-Based Management: Strategies for Growing Customer Value and Profitability*. 6th Edition. New Jersey: Prentice Hall.
- Booz-Allen & Hamuton, A. (2005) “*New Product Management for the Lagos*”. New York: Addison-Wesley.
- Crawford, M. & Benedetto, A.D. (2003) “*New Product Management*” (7th edition). New York: mc Graw-Hill.
- Crouch, S. and Housden, M. (2003). “*Marketing research for managers*” (3rd edition). Oxford: Butterworth-Heinemann.
- David, Fred R. (2012). *Strategic Management: Concept and Cases*. 14th Edition. New Jersey: Prentice Hall.
- Engel, James *et al.* (2006). *Consumer Behaviour*. Mason: Permissions Department. Thomson Business and Economics.
- Gamble, Arthur A. Thompson, Jr., A.J. Strickland III, John E. (2010). *Crafting and Executing Strategy : The Quest For Competitive Advantage : Concepts and Cases*. 17th Edition. Boston: McGraw-Hill/Irwin.
- Griffin, A., Hauser, J.R. (1996). *Integrating R&D and marketing: A review and analysis of the literature*. *Journal of Product Innovation Management*, vol.13, p. 191-215.
- Hawkins, Del I. & Mothersbaugh, David L. (2014). *Consumer Behavior: Building Marketing Strategy*. 12th Edition. New York: McGraw-Hill Education.
- Im S, Gayus, B. L. & Mason C. H. (2003) “*An Empirical Study of Innate Consumer Innovativeness, Personal Characteristics and New Product Adoption Behaviour*”. *Journal of the Academy of Marketing Sciences*.
- Jogiyanto. (2005). *Sistem Informasi Strategik untuk Keunggulan Kompetitif*. Yogyakarta: Penerbit Andi Offset.
- John A Pearce dan Richard B Robinson. (2009). *Manajemen Strategi : Formulasi, Implementasi, dan Pengendalian*. Jakarta: Salemba Empat.
- Kementerian Pertanian. (2016). *Rencana Strategis Kementerian Pertanian Tahun 2015 – 2019*.

- Kertajaya. (2010). *Connect, Surviving New Wave Marketing Strategy*. Jakarta: Salemba Empat.
- Kotler, Philip dan Gary Armstrong. (2001). *Prinsip-prinsip Pemasaran*. Jilid 2. Edisi Kedelapan. Jakarta: Erlangga.
- Kotler, Philip. (2005). *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta: PT. Indeks Kelompok Gramedia
- Kotler, P. and Keller, K.L. (2013). *Marketing Management*. 14th Edition. New Jersey: Prentice Hall.
- Kumar S and Phrommathed, P. (2005). *New Product Development-An Empirical Study of the Effects of Innovation Strategy, organizational learning, and market conditions*. New York Springer.
- Leonard-Barton, D. Wilson, E., & Doyle, J. (1995). *Commercializing Technology: Understanding User Needs*. Business Marketing Strategy. Chicago: Irwin
- Lindquist, J.D. and Sirgy, J.M. (2003). *Shopper, Buyer and Consumer Behavior: Theory and Marketing Applications*. 2nd Edition. Biztantra.
- Malhotra, Naresh K. (2010). *Marketing Research: An Applied Orientation*. 6th Edition. New Jersey: Prentice Hall.
- Marcus, Afred A. (2015). *Management Strategy: Achieving Sustained Competitive Advantage*. New York: McGraw-Hill Companies, Inc.
- Michael E. Porter. (2007). *Strategi Bersaing. Competitive Strategy*. Tangerang : Kharisma Publishing Group.
- Mullins, J.W & Walker, JR. O.C. (2010). *Marketing Management: A Strategic Decision-Making Approach*. 7th Edition. New York : McGraw-Hill/Irwin.
- Mowen, John, C dan Michael Minor. (2002). *Perilaku Konsumen*. Jilid Kedua. Jakarta: Erlangga
- Peter, J. P., & Olson, J. C. (2008). *Consumer Behavior and Marketing Strategy*. Boston: McGraw-Hill/Irwin.
- Porter, Michael E. (2007). *Competitive Strategy*. Tangerang : Kharisma Publishing Group
- R.G. Cooper. "The Stage-Gate Idea-to-Launch Process—Update, What's New and NexGen Systems," *Journal of Product Innovation Management*. Volume 25. Number 3, May 2008. pp 213-232
- Sekaran, U & Bougie, R. (2013). *Research Methods for Business: A Skill Building Approach*. 6th Edition. United Kingdom : John Wiley & Sons Ltd.
- Prof. Dr. Sugiono, (2011). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.