

DAFTAR PUSTAKA

- [1]. Adams, William J., Janet L. Yellen. (1976). *Commodity Bundling and The Burden of Monopoly. The Quarterly Journal of Economics*. Michigan: University of Michigan.
- [2]. Agustin, Mery. (2011). *Usulan Tarif Layanan Speedy Paket Family Semi Unlimited Menggunakan Metode Value Based Pricing dan Cost Based Pricing*. Bandung: IT Telkom.
- [3]. Armstrong, G., Kotler, P. (2007). *Principles of Marketing. 12th edition*. New Jersey: Prentice Hall.
- [4]. Asosiasi Penyelenggara Jasa Internet Indonesia. (2012). *Profil Pengguna Internet*. Jakarta: APJII.
- [5]. Baker, Michael J., Hart, Susan J. (2008). *The Marketing Book. 6th edition*. Great Britain: Elsevier.
- [6]. Busch Paul S., Houston Michael J. (1985). *Marketing: Strategic Foundations*. New York: McGraw-Hill Higher Education.
- [7]. Doland, R. & Simon, H. 1996. *Power Pricing: How Managing Price Transform The Bottom Line*. New York: The Three Press.
- [8]. Engel, F., James, R.D Blackwell, Paul, W., Miniard. (2005). *Consumer Behaviour. 10th edition*. Dryden Press: Horcouth Brace College Publisher
- [9]. Grewal, D.2004. *The Effects Of Buyer Identification And Purchase Timing On Consumers' Perceptions Of Trust, Price Fairness And Repurchase Intentions*. Journal Of Interactive Marketing. 18(4), hlm. 87-100.
- [10]. Harmon, R., Demirkan, H., Hefley, B. & Auseklis, N. 2009. *Pricing Strategies For Information Technology Services: A Value-Based Approach*. System Sciences.
- [11]. Hasun, Farda. (2013). *Handout Mata Kuliah Pentarifan Penentuan Tarif Jasa Telekomunikasi*. Bandung: IT Telkom.
- [12]. Hurriyati, Ratih. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: CV.Alfabeta

- [13]. Kotler, Philip, dan Kevin Lane Keller . (2012). *Marketing Management. 14th edition*, New Jersey: Prentice Hall.
- [14]. Lehmann, S. & Buxmann, P. 2009. *Pricing Strategies Of Software Vendors*. Business & Information. Systems Engineering. [Online]. Tersedia pada : < <http://aisel.aisnet.org/bise/vol1/iss6/5/> > (diakses pada 20 Mei 2014)
- [15]. Lovelock, Christopher H., Wirtz Jochen. (2010). *Services Marketing. 7th edition*. New Jersey: Prentice Hall.
- [16]. Meehan, J., Simonetto, M., Montan, L. & Goodin, C. (2011.) *Pricing And Profitable Management: A Practical Guide For Business Leaders*. Singapore: Wiley.
- [17]. Moleong, Lexy. (2002). *Metodologi Penelitian Kualitatif*. Bandung: PT. remaja Rosdakarya.
- [18]. PT Telekomunikasi Indonesia Tbk. (2012). *Laporan Tahunan 2012 PT Telekomunikasi Indonesia Tbk*. Jakarta: PT Telekomunikasi Indonesia Tbk.
- [19]. PT Telekomunikasi Indonesia Tbk. (2013). *Laporan Tahunan 2013 PT Telekomunikasi Indonesia Tbk*. Jakarta: PT Telekomunikasi Indonesia Tbk.
- [20]. PT First Media Tbk. (2013). *Laporan Tahunan 2013 PT First Media Tbk*. Jakarta : PT First Media Tbk.
- [21]. Royan, Frans M. (2005). *The Smart Marketer In Cafe: Strategi Memaksimalkan Penetrasi Produk*. Jakarta : PT. Elex Media Komputindo.
- [22]. Salvatore, Dominick. (2004). *Managerial Economics 5th Edition*. United States: Thompson.
- [23]. Schindler, R. (2012). *Pricing Strategies: A Marketing Approach*. Thousands Oak: Sage Publications.
- [24]. Smith, Tim J. (2010) *Pricing Strategy*. Canada: South-Western Cengage Learning.
- [25]. Stremersch, Stefan and Gerard J. Tellis (2002). *Strategic Bundling of Products and Prices: A New Synthesis For Marketing*. 56
- [26]. Sugiyono. (2009). *Metode Penelitian Kombinasi (Mixed Methods)*.

Bandung : Alfabeta

- [27]. Strauss, Judy, Adel El – Ansary dan Raymond Frost. (2003). *E – Marketing*. 3rd edition. New Jersey: Pearson Education, Inc.
- [28]. <http://aha.co.id/tarif/Pages/paket-internet-default.aspx>. Diakses pada tanggal 23 Desember 2013.
- [29]. <http://www.att.com/shop/internet.html> Diakses pada tanggal 24 April 2014.
- [30]. <http://www.comcast.com/internet-service.html> . Diakses pada tanggal 24 April 2014.
- [31]. <http://www.att.com/shop/internet.html> . Diakses pada tanggal 24 April 2014.
- [32]. <http://my.firstmedia.com/page/fastnet-package>. Diakses pada tanggal 23 Desember 2013.
- [33]. <http://www.indotelko.com/kanal?c=in&it=Telkom-akan-Monetisasi-KartuHalo> Diakses pada tanggal 3 Januari 2014.
- [34]. http://www.melsa.net.id/main/ProductView/adsl_personal . Diakses pada tanggal 23 Desember 2013.
- [35]. https://www.mymax3.net/Id/?menu=Internet_and_CableTV. Diakses pada tanggal 23 Desember 2013.
- [36]. www.telkomspeedy.com/product-description. Diakses pada tanggal 6 November 2013.
- [37]. <http://www.telkomsel.com/paketflash> Diakses pada tanggal 23 Desember 2013.
- [38]. <http://www.themarketeers.com/archives/Indonesia%20Internet%20Users.html#.UtFMXPs3-no> Diakses pada tanggal 5 Desember 2013.
- [39]. <http://www.timewarnercable.com/en/internet/internet-service-plans.html> Diakses pada tanggal 24 April 2014.
- [40]. <http://tri.co.id/kuota/harga> . Diakses pada tanggal 23 Desember 2013.
- [41]. <http://www.verizon.com/home/highspeedinternet/> Diakses pada tanggal 24 April 2014.
- [42]. <http://www.xl.co.id/id/internet>. Diakses pada tanggal 23 Desember 2013