

DAFTAR PUSTAKA

- Aaker, David A. **Strategic Market Management**. Fifth Edition. John Wiley and Sons, Inc, New York, 1998.
- Alma, Buchari. **Pengantar Bisnis**. Alfabeta. Bandung. 1998.
- Arikunto, Suharsimi. **Manajemen Penelitian**. Rineka Cipta, Jakarta, 1990.
- Baudelaire, J.G. **Port Administration and Management**. IAPH. 1986.
- Direktorat Usaha PT. (Persero) Pelabuhan Indonesia II. **Kajian Pengembangan Usaha Penunangan CPO pada pelabuhan di Lingkungan PT. PELINDO II**. Volume I dan II. Dit. Usaha, 1996.
- Kinncar, Thomas C, and James R. Taylor. **Marketing Research : An Applied Approach**. Fourth Edition. McGraw-Hill International Edition, Singapore, 1991.
- Kotler, Philip. **Manajemen Pemasaran Analisis, Perencanaan, dan Pengendalian**. Edisi Kelima, Alih Bahasa : Jaka Wasana, Institut Pendidikan dan Pembinaan Manajemen. Penerbit Erlangga, Jakarta, 1994.
- Ram, Eric. **Container System**. A. Willey, Interscience. Pub. New York, 1980.
- Setyamidjaya, Djohana. **Budidaya Kelapa Sawit**. Penerbit Kanisius, 1996.
- Tabak, Herman. D. **Cargo Container Grand Book**. Record. Co. New York, 1978.
- Uma Sekaran, **Research Methods for Bussiness**. Southern Illinois University at Carbondale, 1984.
- Walizer, Michael H and Paul L. Wiener. **Metode dan Analisis Penelitian : Mencari Hubungan**. Alih Bahasa : Arief Sukadi Sadiman. Penerbit Erlangga, Jilid 2, Jakarta, 1991.
- Whittaker, J.R, **Containerization Hemisphere**, Pub. Co, Washington, 1975.
- Zeithaml, Valarie A, and Mary Jo Bitner. **Services Marketing**. McGraw-Hill International Edition, New York, 1996.
- **Oil Word Annual (ISTA)**, 1994.
- **Pusat Penelitian Kelapa Sawit**, Medan, 1994.