

DAFTAR PUSTAKA

- Hadi, L., 2001, *Implementasi Jaringan Syaraf Tiruan untuk Mengidentifikasi Pola Desain Produk Berdasarkan Referensi Pelanggan Menggunakan Kansei. Engineering System*. Universitas Islam Indonesia Jogjakarta.
- Hair, J.F., Anderson, R.E., Tatham, R.L., dan Black, W.C., 1998, *Multivariate Data Analysis*, Prentice-Hall.
- Karl, S., 1904, *Analisis Modeling of Syllable Duration for That Speech Synthesis, Eurospeech, Geneva*.
- Lee, S.H., Harada, A., dan Stappers, P.J., 2000, *Pleasure with Products: Design Based on Kansei*, Japan.
- Nagamachi, 1995, *Kansei Engineering : A New Ergonomic Consumer Oriented Technology for Product Development*. International Journal of Industrial Ergonomics Vol.15 (1995) 3-11, Japan.
- Nagamachi, 1999, *Internet Kansei Engineering System with Basic Kansei Database and Genetic Algoritm*. TQM and Human Factor, Linkoping, Sweden, Center for Studies of Humans, Tecnology and Organization.
- Riduwan, 2002, *Skala Pengukuran Variabel-variabel Penelitian*, Alfabeta, Bandung
- Santoso, S., 2002, *SPSS Statistik Multivarian*, PT. Elex Media Komputindo, Jakarta.
- Osgood, C., Suci, George, dan Tannenbaum, 1957, *The Measurement of Meaning*, University of Illinois, Urbana.
- Sun-mo, Y., Nagamachi M., Soon-yo, L., 1999, *Rule-based Inference Model for The Kansei Engineering System*, Elsevier, Tokyo.
- Santoso, S., dan Tjiptono, F., 2001, *Riset Pemasaran: Konsep dan Aplikasinya dengan SPSS*, Elex Media Komputindo, Jakarta.
- Suryana , Mengolah Analisis Konjoin Dengan SPSS 15, www.statistikaterapan.wordpress.com.
- Yuliani, F., 2004, *Constructing Kansei Database to Assist Product Development Of Fashion Bag Design Based On Consumer's Image Using Conjoint Analysis*. Universitas Islam Indonesia Jogjakarta.