

## DAFTAR REFERENSI

- Aaker, David. A, 1991. *Managing Brand Equity, Capitalizing on the Value of a Brand Name*. The Press: New York
- Aaker, David. A, 1996. *Building Strong Brands 1st ed.* The Free Press: New York.
- Aaker, David. A., Jacobson, Robert, 2001, The value relevance of brand attitude in high-technology markets, *Journal of Marketing Research*, Vol. XXXVIII, 485-493
- Aaker, David. A., Keller, Kevin Lane., 1990, Consumer Evaluations of Brand Extensions, *Journal of Marketing*, Vol. 54, January
- Anderson E. W., dan M. Sullivan, 1993, The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science*, 12 (2), 125-43.
- Arbuckle, J L. and W. Worthike, 1999, *Amos 4.0 User's Guide*, Small Waters Corporation: USA
- Assael, Henry, (2001), *Consumer behaviour and Marketing Action*, 6<sup>th</sup> ed., Thompson, NY. USA
- Bendixen, T. Mike, 1993, Advertising Effect and Effectiveness. *European Journal of Marketing*, Vol. 27, No.10

- Boush, David M., Loken, Barbara., 1991, A process-Tracing Study of Brand Extension Evaluation, *Journal of Marketing Research*, Vol. XXVIII, February
- Chaudhuri, Arjun, 1999, Does Brand Loyalty Mediate Brand Equity Outcomes?, *Journal of Marketing Theory and Practice*, Spring, Vol.7
- Cobb-Walgreen, Cathy J., Cynthia A. Ruble, and Naveen Donthu, 1995, "Brand Equity, Brand Preference, and Purchase Intent", *Journal of Advertising*, XXIV (Fall), 25-40.
- Dobni, D., and Zinkhan, G.M, 1990, In Search of Brand Image: a Foundation Analysis, In Goldberg M E, Gorn, G. and Polcay, R.W (Eds), *Advance in Consumer Research*, Provo, UT, pp 110-119
- Dodds, William B., Kent B. Monroe, and Dhruv Grewal, 1991, Effect of Price, Brand, and Store Information on Buyers' Product Evaluations, *Journal of Marketing Research*, Vol. XXVIII, pp. 307-19
- Durianto, Darmadi, Sugiarto, Toni Sitinjak, (2001), *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Jakarta: PT Gramedia Pustaka Utama.
- Engel, James F, Blackwell Roger D, Miniard, Paul W, 1994, *Perilaku Konsumen*, Alih Bahasa F.X. Budiyanto, Penerbit Binarupa Aksara, Jakarta.
- Erdem, Tulin ., Keane, Michael P., 1996, Decision-making Under Uncertainty: Capturing dynamic Brand Choice Processes in Turbulent Consumer Goods Markets, *Marketing Science*, Vol. 15, No. 1, pp. 1-20

Ferdinand, Augusty, 2002, *Structural Equation Modelling dalam Penelitian Manajemen*, Semarang: BP UNDIP

Grewal, Dhruv., Kent B. Monroe, and R. Krishnan, 1998, The Effects of Price-Comparison Advertising on Buyers' Perception of Acquisition Value, Transaction Value, and Behavioral Intentions, *Journal of Marketing*, Vol. 62, pp. 46-59

Grewal, Dhruv., R. Krishnan., Julie Baker., and Norm Borin, 1998, The Effect of Store, Brand Name, and Price Discounts on Consumers' Evaluations and Purchase Intentions, *Journal of Retailing*, Vol. 74, pp. 331-352

Hair, J., Anderson, R., Tatham, R., Black, W. (2006), *Multivariate Data Analysis*, 6th ed., Prentice-Hall, Englewood Cliffs, NJ, .

Hoeffler, Steve., Keller, Kevin Lane, 2003, The Marketing Advantages of Strong Brands, *Brand Management*, Vol. 10, No.6

Indriantoro, Nur, dan Supomo, Bambang. 1999. *Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen*. Yogyakarta : BPFE UGM

Jin, Hyun Seung, 2004, Compounding Consumer Interest: Effect of Advertising Campaign Publicity on the Ability to Recall Subsequent Advertisement, *Journal of Advertising*, Vol. 32, No. 4, Winter

Kasali, Rhenald. 1992. *Manajemen Periklanan, Konsep dan Aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.

Keagan, Warren. J, Sandra E. Moriarty, Thomas R. Duncan, 1995, *Marketing*, Third Edition. Prentice Hall International Inc, Englewood Cliffs, New Jersey.

Keller, Kevin Lane, 1998, *Strategic Brands Management: Building, Measuring, and Managing Brand Equity*, New Jersey: Prentice Hall Inc

Keller, Kevin Lane., Aaker, David A., 1992, The Effects of Sequential Introduction of Brand Extensions, *Journal of Marketing Research*, Vol. XXIX, February

Kinnear, Thomas C., and James R. Taylor, (1995), *Riset Pemasaran*, Dialihbahasakan oleh Yohanes Lamarto, Erlangga, Jakarta.

Knight, Dee K. And Kim, Eun Young, 2007, Japanese Consumers' Need for Uniqueness: Effect on Brand Perception and Purchase Intention, *Journal of Fashion Marketing and Management*, Vol.11 No. 2

Kotler, Philip and Armstrong, Gary, 1996, *Principle of Marketing*, Prentice Hall Inc, 7<sup>th</sup> Edition, Englewood Cliffs, New Jersey.

Kotler. P (2000), *Marketing, Planning, Implementing and Analizing*, Millennium Edition, Prentice Hall.

Krisnan, H. Shanker and Dipankar Chakravarti, 1993, Varieties of Brand Memory Induced by Advertising: Determinants, Measures, and Relationship, in *Brand Equity and Advertising: Advertising Role in Building Strong Brands*, David A. Aaker and Alexander L. Biel, Eds, Hilldale, NJ: Lawrence Erlbaum Associates

Lau, Geok Theng., Sook Han Lee, 1999, Customers' Trust in a Brand and the link to Brand Loyalty, *Journal of Market Focused Management*, 4, pp. 341-370

- Loudon, David L. and Dela Bitta, Albert J, 1993, *Consumer Behavior, Concepts and Applications*, 4<sup>th</sup> ed. McGraw-Hill, Inc: New York
- Low, George S., Lamb Jr, Charles W., 2000, The Measurement and Dimensionality of Brand Associations, *Journal of Product and Brand Management*, Vol. 9 No. 6
- Lutz, Richard J., 1975, Changing Brand Attitudes Through Modification of Cognitive Structure, *Journal of Consumer Research*, Vol 1, March
- McGuire, W.J, (1986). *Public Communication and Behavior*. Orlando, FL: Academic Press
- Miles, R.E. and C.C. Snow, 1994, *Fit, Failure and the Hall of Fame: How Companies Succeed or Fail*, Free Press, New York
- Mittal, Vikas., Katrichis, Jerome. M, 1994, Does Satisfaction With Multi-Attribute Products Vary Over Time? A Performance Based Approach, *Advance in Consumer Research*, Vol 21
- Mittal, Vikas., Pankaj Kumar, and Michael Tsiros, 1999, Attribute-Level Performance, Satisfaction, and Behavioral Intentions over Time: A Consumption-System Approach, *Journal of Marketing*, Vol. 63, pp. 88-101
- Mudiantono dan Bambang Agus Purnomo, 2005. "Analisis Pengaruh Segmentasi Pasar, Periklanan, Ekuitas Merek, dan Keunggulan Kompetitif terhadap Kinerja Pemasaran". *Jurnal Sains Pemasaran Indonesia*: 173-192
- Nicollino, Patricia. F (2004), *The Complete Ideal Guide: Brand Management*. Prenada, Jakarta.

Norman A. Hart & John Stapleton, 1995, *Kamus Marketing*, Jakarta Bumi Aksara

Oliver, Richard L, 1997, *Satisfaction: A Behavioral Perspective on The Consumer*, McGraw-Hill: New York

Park, C. Whan., Milberg , Sandra., Lawson, Robert., 1991, Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency, *Journal of Consumer Research*, Vol. 18, September

Percy, L., Rossiter. J. R, 1992, A Model Brand Awareness and Brand Attitude Advertising Strategies, *Psychology and Marketing Journal*, Vol. 9, No. 4

Peyrot, Mark. and Doris Van Doren, 1994, Effect of Class Action Suit on Consumer Repurchase Intentions, *The Journal of Consumer Affairs*, Vol.28, No. 2

Russel, Thomas dan W. Ronald Lane. K, 1996, *Advertising Procedure*, Prentice Hall, 13<sup>th</sup>, New Jersey

Ruth, Rettie., Simon Hilliar, and Frank Alpert, 2002, Pioner Brand Advantage with UK Consumers, *Journal of Marketing*, Vol. 36, No. 7/8, pp. 895-911

Schiffman and Kanuk, 1997, *Consumer Behavior*, Prentice Hall

Selnes, Fred, 1993, An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty, *European Journal of Marketing*, Vol. 27, No. 9, pp. 19-35

Setiadi, Nugroho J. (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Cetakan Kedua. Jakarta: Prenata Media.

Shapiro, Steward, and H. Shanker Khrishnan, 2001, Memory-Based Measures for Assessing Advertising Effects: A Comparison of Explicit and Implicit Memory Effects, *Journal of Advertising*, Vol. 30, No.3, Fall

Singgih, Santoso, 2000, *Buku Latihan SPSS Statistik Parametrik*, Jakarta: PT. Elek Media Komputindo

Stanton, John L. and Jeffrey Burke, 1998, Comparative Effectiveness of Executional Element in TV Advertising: 15- versus 30-second Commercials, *Journal of Advertising Research*

Stanton, William J., Michael Etzel, and Bruce J. Walker, 1994, *Fundamentals of Marketing*, New York: McGraw-Hill Inc.

Steenkamp, Jan-Benedict E. M., Vincent R. Nijs., Dominique M. Hanssens., and Marnik G. Dekimpe., 2005, *Competitive Reactions to Advertising and Promotion Attacks*, *Marketing Science*, Vol.24, No.1, Winter, pp. 35-54

Sujan, Harish, Mita Sujan and James R. Bettman, 1988, Knowledge Structure Differences Between More Effective and Less Effective Salespeople, *Journal of Marketing Research*, Vol. XXV, pp. 81-86

- Sulistyo, Heru, 1999, Hubungan Antara Kualitas dan Kepuasan Pelanggan dalam Pembentukan Intensi Pembelian Konsumen: Studi pada Empat Industri Jasa di Semarang, *Jurnal Bisnis Strategi*, Vol. 4/Tahun II/Desember
- Sutantio, Magdalena, 2004, Studi Mengenai Pengembangan Minat Beli Merek Ekstensi (Studi Kasus Produk Merek Sharp di Surabaya), *Jurnal Sains Pemasaran Indonesia*: 243-266
- Sutisna, 2002, *Perilaku Konsumen & Komunikasi Pemasaran*, Rosda
- Swa, 2009, Agustus
- Swasta, Basu dan T. Hani Handoko. 1998. *Manajemen Pemasaran: Analisa Perilaku Konsumen*. Yogyakarta, BPFE
- Till, Brian D. and Daniel W. Baack, 2005, Recall and Persuasion: Does Creative Advertising Matter?, *Journal of Advertising*, Vol. 34, No. 3, Fall
- Urde, M. 1994. Brand orientation – a strategy for survival. *Journal of Consumer Marketing*, Vol 11 n 3
- Vakratsas, Demetrios and Tim Ambler, 1999, How Advertising Works: What Do We Really Know?, *Journal of Marketing*, Vol. 63, January, pp. 26-43
- Wells, William, Jhon Burnett, and Sandra Moriarty., 2003, *Advertising, Principles and Practice*, sixth edition. New Jersey: Pearson Education, Inc.



Wu, Shwu-Ing., Chen-Lien Lo, 2009, The influence of core-brand attitude and consumer perception on purchase intention towards extended product, *Asia Pacific Journal of Marketing and Logistics*, Vol. 21, No. 1, pp. 174-194

Yoestini dan Rahma, Eva. S, 2007. "Analisis Pengaruh Kualitas Layanan dan Citra Merek terhadap Minat Beli dan Dampaknya pada Keputusan Pembelian". *Jurnal Sains Pemasaran Indonesia*: 261-276

Zeithaml Valerie A., Leonard L Berry, & A. Parasuraman, 1996, The Behavioral Consequences of Service Quality, *Journal of Marketing*, Vol. 60 (April 1996), 31-46

Zeithaml, Valerie A, 1988, Consumer Perception of Price, quality, and Value: Mean-End model and Synthesis of evidence, *Journal of Marketing*, 52 (july)