

DAFTAR PUSTAKA

- Aaker, D. (1997). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- Agusli, D., & Kunto, Y. S. (2013). Analisis Pengaruh Dimensi Ekuitas Merek Terhadap Minat Beli Konsumen Midtown Hotel Surabaya. *Jurnal Management Pemasaran Petra Vol. 1*, No. 2: 1-8.
- Anam, K. (2015, januari 01). *Garuda Diakui sebagai Maskapai Bintang 5 Dunia*. Dipetik maret 01, 2016, dari tempo bisnis:
<https://bisnis.tempo.co/read/news/2015/01/27/090637971/garuda-diakui-sebagai-maskapai-bintang-5-dunia>
- Basu Swastha, & Irwan. (2005). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Belch, G. E. (2007). Advertising and Promotion: An Integrated Marketing Communication Perspective. *7th Edition*. New York: Mc: Graw-Hill.
- Biedenbach, G., & Marell, A. (2010). The impact of customer experience on brand equity in a b2b services setting. *Journal of Brand Management.*, 17.6,446-458.
- Brooks, I. (2006). *5 Steps to creating a great customer experience*. Dipetik Januari 28, 2016, dari ian brooks: www.ianbrooks.com/useful-ideas/articles_whitepapers/5-steps.pdf
- Chang, H. H., & Chen, s. w. (2008). The impact of customer interface quality, satisfaction and switching cost on e-loyalty: Internet experience as a moderator. *Research Express@NCKU Volume 11 Issue 9* .
- Chi, K. H. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, Volume 4, Number 1.
- Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, Vol. 49 , pp.994 - 1015.
- Ducan, T. (2005). *Principles of Advertising and IMC*". *2nd Edition*. New York: McGraw-Hill.

Ducan, T. (2012). *IMC : Using Advertising and Promotion to Build Brands*. New York: McGraw Hill.

Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang: BP UNDIP.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. *Reading, MA*, Addison-Wesley.

Fung So , K. K., & King, C. (2010). When experience matters: building and measuring hotel brand equity. *International Journal of Contemporary Hospitality Management*, Vol. 22 Iss 5 pp. 589 – 608.

Garuda Indonesia. (2016). *Garuda Indonesia*. Dipetik Januari 21, 2016, dari <https://www.garuda-indonesia.com>

Ghozali, I. (2011). *Model persamaan struktural konsep dan aplikasi dengan program amos 21.0*. Semarang: BP Undip.

irwan, B. S. (2005). *Asas-asas Marketing*. Yogyakarta: Liberty.

Jefkins, F. (1997). *Advertising 3rd Edition*. Jakarta: Erlangga.

Kasali, R. (2013, juli 22). *Liverpool dan Garuda Indonesia*. Dipetik Desember 15, 2015, dari Kompas.com: <http://bisniskeuangan.kompas.com/read/2013/07/22/1558009/Liverpool.dan.Garuda.Indonesia>

Kertajaya, H. (2003). *Marketing in Venus*. Jakarta: PT. Gramedia Pustaka Utama.

Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran, edk 13, Jilid 1*. Jakarta: Erlangga.

Mahbub, H. (2007, juni 29). *Eropa Cekal Pesawat Indonesia*. Dipetik 01 22, 2016, dari tempo.com: <http://bisnis.tempo.co/read/news/2007/06/29/056102801/eropa-cekal-pesawat-indonesia>

Manning, K., & Sprott, D. (2007). Multiple Unit Price Promotions and their Effects on Quantity Purchase Intentions. *Journal of Retailing*, Vol.83, No. 4, pages 411-422, 2007.

Masterman, G. (2007). *Sponsorship : For an Investment*. Oxford: Elsavier.

- Mayer, C., & Schweger, A. (2007, Februari). *Understanding Customer Experience*. Dipetik januari 28, 2016, dari harvard business review: <https://hbr.org/2007/02/understanding-customer-experience>
- Nasermoadeli, A., Ling, K. C., & Maghnati, F. (2013). Evaluating the Impacts of Customer Experience on Purchase Intention. *International Journal of Business and Management*, Vol. 8, No. 6; 2013.
- Ngan, H. M., Prendergast, G. P., & Tsang, A. S. (2011). Linking sports sponsorship with purchase intention. *European Journal of Marketing*.
- Nurfaizi, F. (2016, 01 07). *Garuda Indonesia Evaluasi Sponsorship Liverpool*. Dipetik 01 21, 2016, dari beritasatu.com: <http://www.beritasatu.com/pasar-modal/339220-garuda-indonesia-evaluasi-isponsorshipi-liverpool.html>
- Primaditha, S. (2015, Februari 27). *Peringkat 10, Lion Air di Bawah Standar Ketepatan Waktu*. Dipetik januari 11, 2016, dari CNN Indonesia: <http://www.cnnindonesia.com/ekonomi/20150227062548-92-35268/peringkat-10-lion-air-di-bawah-standar-ketepatan-waktu/>
- Putra, I. R. (2012, September 11). *Alasan Garuda Indonesia mejeng bersama Liverpool*. Dipetik januari 20, 2016, dari merdeka.com: <http://www.merdeka.com/uang/alasan-garuda-indonesia-mejeng-bersama-liverpool.html>
- Quester, P. a. (2001). Advertisement and promotion leverage on arts sponsorship effectiveness. *Journal of Advertising Research*, Volume 41, Number 1, January/February, pp.33-47.
- Rangkuti, F. (2002). *Teknik Mengelola Brand Equity Dan Strategi Pengembangan Merek*. Jakarta: Gramedia Pustaka Utama.
- Rossiter, J. R. (1998). *Advertising Communication and Promotion Management, Edisi Kedua*. Singapura: McGraw-Hill. .
- Rowley, W. (2008). The impact of brand sponsorship of music festivals. *Marketing Intelligence & Planning*, Vol. 26 Iss 7 pp. 781 – 792.
- Schmitt, B. H. (2004). *Experiential Marketing : How To Get Customers To Sense, Feel, Think, Act And Relate To Your Company And Brand*. New York: Free Press.
- Schmitt, B. H. (2003). *Customer Experience Management: A Revolutionary Approach to Connecting With Your Customers*. U.S.A: Wiley.

Sekaran, U. (2003). *Research methods for business a skill-building approach*. Edk 4. Singapore: John Wiley & Sons, Inc.

Shimp, T. A. (2003). *Periklanan & Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu ed.5 (jilid II)*. Jakarta: Erlangga.

Sikki, K., & Wilopo, S. (2010). Pengaruh Retail Communication Mix Terhadap Brand Awareness. *Jurnal Administrasi Bisnis (JAB)/Vol. 1* .

Simamora, B. (2002). *Panduan Riset Perilaku Konsumen*. Surabaya: Pustaka Utama.

Skytrax. (2016). *Skytrax*. Dipetik Januari 21, 2016, dari Skytrax:
<http://www.worldairlineawards.com/>

Speed, R., & Thompson, P. (2000). Determinant of sport sponsorship response. *Journal of the academy of marketing science Vol 28, No. 2, 226-239*.

Sugiyono. (2008). *Metode penelitian bisnis*. Bandung: CV Alfabeta.

Tanvir, A. (2012). Impact of Sports Sponsorship on Brand Image and Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business June 2012, VOL 4, NO 2*.

Terblanche, N. (2009). Customer experiences, interactions, relationships and corporate reputation. *Journal of General Management, 35.1*.

Yudhiartika, D., & Haryanto, J. O. (2012). Pengaruh Personal Selling, Display, Promosi Penjualan Terhadap Kesadaran Merek dan Intensi Membeli pada Produk Kecantikan Ponds. *Buletin Studi Ekonomi, Volume 17, No. 2, Agustus 2012*.