

## DAFTAR PUSTAKA

- Christie Siemens, Jennifer Smith, Scott Fisher and, D.Jensen Thomas, 2008, "Product expertise versus professional expertise: Congruency between an endorser's chosen profession and the endorsed product", **Journal of Targetting, Measurement and Analysis for Marketing**, Vol 16, No 3. Palgrave Macmiilan
- D.Till, Brian. M.Stanley, Sarah Priluck,and Randy, 2008, " Classical Conditioning and Celebrity Endorsers: An Examination of Belongingness and Resistance to Extinction", **Journal Psychology & Marketing**, Vol 25 (2). Wiley Periodicals
- Ferdinand, Augusty, 2002 , "**Structural Equation Modelling Dalam Penelitian Manajemen**", Badan Penerbit UNDIP Semarang.
- Ferdinand, Augusty, 2006 , "**Metode Penelitian Manajemen**" , Badan Penerbit Universitas Diponegoro, Semarang
- Ghozali, Imam, 2005, "**Aplikasi Analisis Multivariate dengan Program SPSS**", Badan Penerbit Universitas Diponegoro, Semarang
- Handayani, Wiwik, 2009, " Analisis Pengaruh Pemodelan dan Pengulangan Pesan Iklan Televisi terhadap Pembelajaran Konsumen" , **Eksekutif**, Vol 6, No 1
- Hapsari, Ajeng Peni , 2008, " Analisis Perbandingan Penggunaan Celebrity Endorser Dan Typical- Person Endorser Iklan Televisi Dan Hubungannya Dengan Brand Image Produk", **Jurnal Bisnis dan Manajemen**, Vol IX, No 1

- Indriantoro, Nur dan Bambang Supomo, 2002, “**Metodologi Penelitian Bisnis**”, BPFE Yogyakarta.
- Jefkins, Frank, 1995, “**Periklanan edisi Ketiga**”, Penerbit Erlangga, Jakarta.
- Keneddy, John E., 2008, “**Simple Clear Economic**”, PT Bhuana Ilmu Populer, Jakarta.
- Kotler, Philip, 2000, “**Marketing Management : Analysis, Planning, Implementation, and Control, Tenth Edition**”, Prentice Hall International, Inc., New Jersey.
- Kotler, Philip, 2005, “**According to Kotler**”, Penerbit Bhuana Ilmu Populer, Jakarta.
- Kotler, Philip, 2005, “**Manajemen Pemasaran Edisi Kesebelas Jilid 2**”, PT Indeks, Jakarta.
- Kussudyarsana, 2004, “Fenomena Selebritas Sebagai Model Iklan Dari Sudut Pandang Sumber Pesan”, **Benefit**, Vol.8 No.2, Desember, UMS Surakarta.
- Laczniak, Russel N . Muehling, Darrel D, 1993 , “ The Relationship Between Experimental Manipulations and Tests of Theory in an Advertising Message Involvement Context” , **Journal of Advertising**, Vol XXII, No 3.
- Percy, Larry, John R Rositter, 1992, “**A Model of Brand Awareness and Brand Attitude Advertising Strategies**”, *Psychology & Marketing*, Vol. 9 (4), July- August

- Purnama, Nursya'bani dan Ratih Dyas Setyowati, 2003, "Pengaruh Iklan Televisi Menggunakan Background Musik Terhadap Recall Audience", **Sinergi**, Vol 6, No 1
- Rangkuti, F., 2002, "**The Power of Brand**", Gramedia Pustaka Utama, Jakarta.
- Royan,Frans M, 2004, "**Marketing Celebrities**", PT Elex Media Komputindo Kelompok Gramedia, Jakarta.
- Sasser, Sheila L. Koslow, Scott, 2008, "Desperately Seeking Advertising Creativity", **Journal of Advertising**, Vol 37, No 4. American Academy of Advertising.
- Shapiro,Stewart. H. Shanker Krishnan,2001, "Memory Based Measures for Assessing Advertising Effect: A Comparison of Explicit and Implicit Memosy effect", **Journal of Advertising**, Vol.XXX Number 3. Fall 2001
- Shimp, Terence A., 2000, "**Periklanan Promosi Jilid I**", Penerbit Erlangga, Jakarta.
- Shimp,A Terence, 2000, "**Promosi dan Periklanan. Aspek Tambahan Komunikasi Pemasaran Terpadu**", Erlangga ,Jakarta
- Sugiyono, 1999, "**Metode Penelitian Bisnis**", Penerbit CV Alfabeta, Bandung.
- Sugiyono, 2001, "**Statistik Nonparametrik untuk Penelitian**". Bandung : Alfabeta.
- Sutisna, SE.ME., 2003, "**Perilaku Konsumen & Komunikasi Pemasaran**", PT Remaja Rosdakarya, Bandung.

West, Douglas C. Kover, Arthur. J. Caruana, Albert, 2008, “ Practioner And Customer Views Of Advertising Creativity”, **Journal of Advertising**, Vol 37, No 4. American Academy of Advertising

Wyckham, Robert G. Banting, Peter M. Wensley, Anthony K.P, 1984, “ The Language of Advertising: Who Controls Quality?” , **Journal Of Business Ethic**, Vol 3, D. Reidel Publishing Company.

Non buku

<http://www.mix.co.id>

<http://www.pppi.or.id>

<http://www.topbrand-award.com/index.php>

<http://www.xl.co.id>