

DAFTAR PUSTAKA

- Aaker David A, 1991, *Managing Brand Equity, Capitalizing On The Value Of A Brand Name*, The Free Press: New York.
- Afiff, Setiawan, 2007, "Analisis Pengaruh Kegiatan Pemasaran terhadap Ekuitas Merek pada Consumer-convenience Goods", **Usahawan**, No. 04, TH. XXXVI, hal. 3 – 17.
- Baack, Till, Wilson, 2008, "Creativity and Memory Effects", **Jurnal of Advertising**, Vol. 37, No. 4, hal. 85 - 94.
- Baker, W.E., H., Honea, and C.A. Russel, 2004, "Do Not Wait to Reveal the Brand Name: The Effect of Brand Name Placement on Television Advertising Effectiveness", **Journal of Advertising**, Vol. 33, No. 3.
- Bendixen, 1993, "Advertising Effects and Effectiveness", **European Journal of Marketing**, Vol. 27, No. 10.
- Chasanah, Isnanto 2006, "Analisis Cochran: Pendekatan Empiris dalam Uji Asosiasi Merek", **Ekobis**, Vol. 7, No. 2, hal. 211 – 225.
- Chaudhuri, 1997, "Does Brand Loyalty Mediate Brand Equity Outcomes?", **Journal of Marketing Theory and Practice**, Spring, hal. 136 – 146.
- Chian Hu, Liao, Widowati, 2008, "Study of The Relationship Between Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty", www.google.com.
- Dahlen, Micael; Rosengren; Torn, 2008, "Advertising Creativity Matters", **Journal of Advertising Research**, September.
- D'Souza, Giles, Ram Rao, 1995, "Can Repeating in Advertisement Move Frequently than The Competition Affect Brand Preference in Motive Market?", **Journal of Marketing**, Vol.59, April, hal. 39.
- Dharmesta, Basu Swastha, Licen Lindawati Darsono, 2005, "Kontribusi Involvement dan Trust In Brand dalam Membangun Loyalitas Pelanggan", **Jurnal Ekonomi dan Bisnis Indonesia**, Vol. 20, No. 3.
- Dongoran, 2001, "Loyalitas Merek Pada Produk Tertentu". **Jurnal Ekonomi dan Bisnis (Dian Ekonomi)** Vol. VII No.2 September, hal. 206-232.
- Eka, Saliman, 2001, "Periklanan yang Efektif", **Jurnal Ekonomi Perusahaan**, Juli, hal. 193 – 209.

- Fandy Tjiptono, 1997, “**Strategi Pemasaran**”, Andy ,Yogyakarta
- Ferdinand, Augusty ,2006, “**Metode Penelitian Manajemen**”, Edisi 2, Badan Penerbit Universitas Diponegoro, Semarang.
- Ferdinand, Agusty, 2006, “**Structural Equation Modelling Dalam Penelitian Manajemen**”, Edisi 4, badan Penerbit Universitas Diponegoro, Semarang.
- Gabriel, Kottasz and Bennet, 2005, “*Advertising Planning, Ad-Agency Use of Adverrtising Models, and The Academic Practioner Divide*”, **Marketing Intelligence and Planning**, Vol. 24, No. 5.
- Gede Riana, 2008 , “ *Pengaruh Trust in a Brand Terhadap Brand Loyalty Pada Konsumen Air Minum Aqua di Kota Denpasar*“, **Buletin Studi Ekonomi**, Vol.13, hal.184 – 202.
- Ghozali, Imam, 2005, “**Aplikasi Analisis Multivariate dengan Program SPSS**”, Badan Penerbit Universitas Diponegoro, Semarang.
- Hair, J. F., Anderson, R. E. Tatham, R. L., & Black, W. C., 1998, **Multivariate Data Analysis** (5th ed.). New Jersey: Pretince Hall.
- Handoyo, Spto, 2004, “*Pengaruh Kreativitas Iklan Terhadap Loyalitas Konsumen Sabun Lux (Studi Pada Konsumen di Sekitar Wilayah UPN Veteran Yogyakarta)*”, **Telaah Bisnis**, Vol.5 No.2, UPN Veteran Yogyakarta.
- Hartono, 2000, “*Moralitas Iklan: Menghindarkan Keterjebakan Produsen Dari Praktek Periklanan Yang Kontra Produktif*”, **Siasat Bisnis**, No.5 Vol.1, hal. 65-78.
- Hastjarja, 2005, “*Upaya Membangun Ekuitas Merek melalui Periklanan yang Efektif*”, **Usahawan**, No. 04, TH XXXIV, hal. 27 – 32.
- Hee, Kuen, 1999, “*Content Dimensions of Web Advertising: a Cross National Comparison*”, **International Journal of Advertising**, Vol. 18, No. 2.
- Hunter, Taylor, 2003, “*An Exploratory Investigation Into The Antecedents Of Satisfaction, Brand Attitude, And Loyalty Within The (B2B) eCRM Industry*”,**Journal Of Consumer Satisfaction, Dissatisfaction and Complaining Behavior**, hal. 20-35.
- Indriyanti, Irma Satya, John J.O.J.Ihalauw, 2002, “*Pengulangan Pesan Suatu Iklan Dalam Proses Pembelajaran Konsumen (Studi terhadap iklan pasta gigi Pepsodent)*”, **Jurnal Ekonomi dan Bisnis / Dian Ekonomi**, Vol. VIII, No. 1, Maret, hal.37-52.

- Jin, Hyun Seung, Jaebeom Suh, D. Todd Donovan, 2008, “*Salient Effects of Publicity in Advertised Brand Recall and Recognition: The List-Strength Paradigm*”, **Journal of Advertising**, Vol. 37, No. 1.
- Kasali, Rhenald, 1995, “*Public Relations: Konsep dan Aplikasinya di Indonesia*”. Pustaka Grafiti, Jakarta.
- Killa, 2008, “*Pengaruh Pembelanjaan Periklanan dan Promosi Harga pada Ekuitas Merek*”, **Jurnal Ekonomi dan Bisnis Indonesia**, Vol. 23, No. 4, hal. 416 – 430.
- Kover, A; Goldberg and James, 1995, “*Creativity vs Effectiveness? An Integrating Classification for Advertising*”, **Journal of Advertising Research**, November .
- Oyewole, Philemon; Sankaran, Choudhury, 2007, “*Marketing Airline Services in Malaysia: A Consumer Satisfaction Orientation Approach*”, **Innovative Marketing**, Vol. 13.
- Pappu, et al., 2005, “*Consumer-based brand equity: improving the measurement – empirical evidence*”, **Journal of Product & Brand Management**, Vol. 14, No. 3, hal. 143-154.
- Rajagopal, 2005, “*Impact of Advertising Variability on Building Customer-Based Brand Personality in a Competitive Environment: Empirical Analysis with Reference to Mexico*”, **Latin American Business Review**, Vol.6 (3).
- Rangkuti, F., 2002, “*The Power of Brand*”, Gramedia Pustaka Utama, Jakarta.
- Rini, Junaedi, Sukirno, 2003, “*Pendapat Umum Pemirsa tentang Periklanan Televisi dan Konsekuensinya*”, **Jurnal Studi Bisnis**, Vol. 1, No. 2, hal. 94 – 106.
- Romaniuk, Sharp, 1999, “*The Relationship Between Corporate/Brand Image and Customer Loyalty: A Replication*”, www.google.com.
- Rossiter, Percy, 1992, “*A Model of Brand Awareness and Brand Attitude Advertising Strategies*”, **Psychology and Marketing**, Vol. 9, No. 4, Pg. 263-274.
- Shapiro, Krishnan, 2001, “*Memory Based Measures for Assessing Advertising Effects: A Comparison of Explicit and Implicit Memory Effects*”, **Journal of Advertising**, Vol. XXX, No. 3.
- Shimp, A Terance, 2000, “*Promosi dan Periklanan. Aspek Tambahan Komunikasi Pemasaran Terpadu*”, Erlangga, Jakarta.

Smith, Chen and Yang, 2008, “*The Impact of Advertising Creativity on The Hierarchy of Effects*”, **Journal of Advertising**, Vol. 37 No.4, Hal. 47-61.

Sudarti, Ken, Totit Oktariyanti, 2006, “*Analisis Efektivitas Iklan Dengan Pendekatan Customer Decision Model (CDM)*”, **Journal Ekonomi dan Bisnis (EKOBIS)**, Vol. 7 No. 2.

Teng, L., Laroche, M, dan Zhu, H., 2007, “*The Effects of Multiple-Ads and Multiple-Brands on Consumer Attitude and Purchase Behavior*”, **Journal of Consumer Marketing**, Vol. 24, No. 1.

Villarejo, Rondan, Sanchez, 2008, “*Direct and indirect effects of Marketing Effort on Brand Awareness and Brand Image*”, www.google.com.

White, Alisa and Smith, 2001, “*Assessing Advertising Creativity Using The Creative Product Semantic Scale*”, **Journal of Advertising Research**, November, Hal. 27-33.

Yoo *et al.*, 2000, “*An Examination Of Selected Marketing Mix Elements And Brand Equity*”, **Journal of The Academy Of Marketing Science**, Vol. 28, No.2.

SWA 04/XXV/19 Februari – 4 Maret 2009.

SWA 08/XXV/16 – 29 April 2009.

SWA 10/XXIV/15 Mei – 28 Mei 2008.

SWA 16/XXIII/26 Juli – 8 Agustus 2007.

SWA 18/XXIV/21 Agustus – 3 September 2008.