

REFERENSI

- Aaker, David A. (1991), *Managing Brand Equity*, New York : Free Press.
- Agarwal, Sanjeev dan Teas, R. Kenneth (2002), "Cross-national applicability of a perceived quality model", *Journal of Product & Brand Management*, Vol. 11 No. 4, p. 213-236.
- Apelbaum, Eidan, Gersiner, Eltan dan Naik, Prasad A. (2003), "The effects of expert quality evaluations versus brand name on price premiums", *Journal of Product & Brand Management*, Vol. 12 No. 3, p. 154-165.
- Arbuckle, J. L. (2000), *Amos User's Guide, Version 4.01*. Chicago; Smallwaters Corporation.
- Archibald, Robert B., Haulman, Clyde A., dan Moody, Carlisle E. (1983), "Quality, price, advertising, and published quality ratings", *Journal of Consumer Research*, Vol. 9 No. 4, p. 347-357.
- Augusty Tae Ferdinand (2000), *Structural Equation Modelling Dalam Penelitian Manajemen*, Badan Penerbit Universitas Diponegoro, Semarang.
- Bacon, L. D. (1997), *Using Amos for Structural Modelling in Market Research*, Lynch, Bacon & Associates, SPSS Inc.
- Baldauf, Artur, Cravens, Karens S. dan Binder, Gudrun (2003), "Performance consequences of brand equity management : evidence from organizations in the value chain", *Journal of Product & Brand Management*, Vol. 12 No. 4, p. 220-236.
- Bell, David R., Iyer, Ganesh, dan Padmanabhan, V. (2002), "Price competition under stockpiling and flexible consumption", *Journal of marketing Research*, Vol. 39 (August 2002), p 292-303.
- Biel, Alexander (1992), "How brand image drives brand equity", *Journal of Advertising Research*, Vol. 6 (November/December), RC6-RC12.
- Biswas, Abhijit dan Sherrell, Daniel L. (1993), "The influence of product knowledge and brand name on internal price standards on confidence", *Psychology & Marketing*, Vol 10 No. 1, p. 31-46.
- Blattberg, Robert C., dan Wisniewski, Kenneth J. (1989), "Price-induced patterns of competition", *Marketing Science*, Vol. 8 No. 4, p. 291-309.

- Boulding, William dan Kirmani, Amna (1993), "A consumer-side experimental examination of signaling theory : do consumers perceive warranties as signals of quality", *Journal of Consumer Research*, Vol. 20 June 1993, p. 111-123.
- Boulding, William, Lee, Eunhyu, dan Staelin, Richard (1994), "Mastering the mix : do advertising, promotion, and sales force activities lead to differentiation?", *Journal of Marketing Research*, Vol 31 (May 1994), p. 159-172.
- Brucks, Merrie, Zeithaml, V.A., dan Naylor, Gillian (2000), "Price and brand name as indicators of quality dimensions for consumer durables", *Academy of Marketing Science Journal*, Vol. 28 No. 3, p. 359-374.
- Chay, R.F. (1991), "How marketing researchers can harness the power of brand equity", *Marketing Research : a Magazine of Management and Applications*, Vol 9 (June), p. 30-37.
- Chen, Arthur Cheng-Hsui (2001), "Using free association to examine the relationship between the characteristics of brand associations and brand equity", *Journal of Product & Brand Management*, Vol. 10 No. 7, p. 439-451.
- Cobb-Walgren, C.J., Ruble, Cynthia A, dan Donthu, Naveen (1995), "Brand equity, brand preference, and purchasing intent", *Journal of Advertising*, Vol. 24 No. 3, p. 25-40.
- Cooper, D. R. dan C.W. Emory (1995), *Metode Penelitian Bisnis*, jilid 1, edisi kelima, Penerbit Erlangga, Jakarta.
- Crimmins, J.C. (1992), "Better measurement and management of brand value", *Journal of Advertising Research*, Vol. 32 (July/August), p. 107-117.
- Dawar, Niraj dan Parker, Philip (1994), "Marketing universals : consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality", *Journal of Marketing*, Vol. 58 (April 1994), p. 81-95.
- Del Rio, A. Belen, Vazquez, Rodolfo, dan Iglesias, Victor (2001), "The role of the brand name in obtaining differential advantages", *Journal of Product & Brand Management*, Vol. 10 No. 7, p. 452-465.
- Dickson, Peter R., dan Sawyer, Alan G. (1990), "The price knowledge and search of supermarket shoppers", *Journal of Marketing*, Vol. 54 (July 1990), p. 42-53.

- Dodds, William B., Monroe, Kent B. dan Grewal, Dhruv (1991), "Effects of price, brand, and store information on buyers' product evaluations", *Journal of Marketing Research*, Vol. 28 (August 1991), p. 307-319.
- Dodson, Joe A., Tybout, Alice M. dan Sternthal, Brian (1978), "Impact of deals and deal retraction on brand switching", *Journal of Marketing Research*, Vol. 15 (February 1978), p. 72-81.
- Farquhar, Peter H. (1989), "Managing brand equity", *Marketing Research*, Vol. 1 (September), p. 24-33.
- Grewal, Dhruv, Krishnan, R., Baker, J., dan Norin, Norm (1998), "The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions", *Journal of Retailing*, Vol. 74 No. 3, p. 331-352.
- Grover, Rajiv, dan Srinivasan, R. (1992), "Evaluating the multiple effects of retail promotions on brand loyal and brand switching segments", *Journal of Marketing Research*, Vol. 29 (February 1992), p. 76-89.
- Gupta, Sunil (1988), "Impact of sales promotion on when, what, and how much to buy", *Journal of Marketing Research*, Vol. 25 (November 1988), p. 342-355.
- Gwinner, Kevin P. dan Eaton, John (1999), "Building brand image through event sponsorship : the role of image transfer", *Journal of Advertising*, Vol. 28 No. 4, p. 47-57.
- Hair, J.F., Anderson, R.E., Tatham, R.L., dan Black, W.C. (1998), *Multivariate Data Analysis*, New Jersey: Prentice-Hall.
- Hayduk, L. A. (1987), *Structural Equation Modelling with Lisrel*, Baltimor and London : John Hopkins University Press.
- Hoyer, Wayne D. dan Brown, Steven P. (1990), "Effects of brand awareness on choice for a common, repeat-purchase product", *Journal of Consumer Research*, Vol. 17, September 1990, p. 141-148.
- Hulland, J., Y.H. Chow dan S. Lam (1999) "Use of causal models in marketing research : a review", *International Journal of Research in Marketing*. Vol. 13, p. 181-197.
- Imam Ghozali (2001), *Aplikasi Analisis Multivariate Dengan Program SPSS*, Badan Penerbitan Universitas Diponegoro, Semarang.

- Kamakura, Wagner dan Russel, Gary (1993), "Measuring brand value with scanner data", *International Journal Research in Marketing*, Vol. 10 (March), p. 9-22.
- Kalra, Ajay, dan Goodstein, Ronald C. (1998), "The impact of advertising positioning strategies on consumer price sensitivity", *Journal of Marketing Research*, Vol. 35 (May 1998), p. 210-224.
- Keller, Kevin Lane (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, p. 1-22.
- Lichtenstein, D.R., Block, D.H. dan Black, W.C. (1988), "Correlates of price acceptability", *Journal of Consumer Research*, Vol. 15 (September), p. 243-252.
- Lichtenstein, D.R., Ridgway, N.M. dan Netemeyar, R.G. (1993), "Price perception and consumer shopping behavior : a field study", *Journal of Marketing Research*, Vol. 30 (May), p. 234-245.
- Lipman, J. (1989), "British value brand names-literally", *Wall Street Journal*, 122 (February 9), B6.
- Louviere, J. dan Johnson, R. (1988), "Measuring brand image with conjoint analysis and choice model", dalam *Managing Brand Equity : A Conference Summary Report*, No. 88-104, Eliot Maltz, ed., Cambridge, MA : Marketing Science Institute.
- MacLchlan, D.L. dan Mulhern, M.G. (1991), "Measuring brand image with conjoint analysis", makalah dihadirkan pada Sawtooth Software Conference, Sun Valley, ID, January 28-30.
- Mahajan, V., Rao, V. dan Srivastava, R. (1991), "Development testing, and validation of brand equity under condition of acquisition and divestment", dalam *Managing Brand Equity : A Conference Summary Report*, No. 91-110, Eliot Maltz, ed., Cambridge, MA : Marketing Science Institute.
- Masri Singarimbun dan Sofian Effendi (1991), *Metode Penelitian Survey*, Edisi Revisi, Jakarta, LP3ES.
- Meer, David (2000), "System beaters, brand loyals, and deal shoppers : new insights into the role of brand and price", *Article*, The NPD Group, Inc.
- Myers, Chris A. (2003), "Managing brand equity : a look at the impact of attributes", *Journal of Product & Brand Management*, Vol. 12 No. 1, p. 39-51.

- Peterson, Robert A. (1970), "The price-perceived quality relationship : experimental evidence", *Journal of Marketing Research*, Vol. 7 (November 1970), p. 525-528.
- Rao, Akshay R., dan Monroe, Kent B. (1989), "The effect of price, brand name, and store name on buyers' perception of product quality : an integrative review", *Journal of Marketing Research*, Vol. 26 (August 1989), p. 351-357.
- Seetharaman, A., Bin Mohd Nadzir, Zainal Azlan dan Gunalan, S. (2001), "A conceptual study on brand valuation", *Journal of Product & Brand Management*, Vol. 10 No. 4, p. 243-256.
- Sekaran, Uma (1992), *Research Methods For Business: Skill-Building Approach*; 2nd Editon, John Wiley & Sons, Inc.
- 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, p. 19–35.
- Sharkey, Betay (1989), "The people's choice", *Adweek's Marketing Week*, Vol. 30 (November 27), p. 6-10.
- Simmon, Carol J. dan Sulliva, M.W. (1993), "The measurement and determinants of brand equity : a financial approach", *Marketing Science*, Vol. 12 (Winter), p. 28-52.
- Swan, John E. (1970), "Price-product performance competition between retailer and manufacturer brands", *Journal of Marketing Research*, Vol. 7 (November 1970), p. 529-538.
- Wertenbroch, Klaus dan Skiera, Bernd (2002), "Measuring consumers' willingness to pay at the point of purchase", *Journal of Marketing Research*, Vol. 39 (May 2002), p. 228-241.
- Winer, R.S. (1986), "A reference price model of brand choice for frequently purchased product", *Journal of Consumer Research*, Vol. 13 (September), p. 250-256.
- Yoo, Boonghee, Donthu, Naveen dan Lee, Sunggho (2000), "An examination of selected marketing mix elements and brand equity", *Academy of Marketing Science Journal*, Vol. 28 No. 2, p. 195-211.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value : a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 (July 1988), p. 2-22.