

DAFTAR PUSTAKA

- Aaker, David A, 1991, "*Managing Brand Equity, Capitalizing on the Value of a Brand Name*", *The Free Press, New York*
- Apsari, F. Y. dan Hastjarjo T. D, 2006, "Sikap Terhadap Merek yang Dikondisikan secara klasik", *INSAN* vol 8 (3)
- Assael H. , 2002, "*Consumers Behavior and Marketing Action*", Edisi 3, *Kent Publishing Company, Boston Massachusset, AS*
- Azhari, Akyas, 2004, "Psikologi Umum dan Perkembangan", Penerbit Teraju
- Baldinger, A. A. & Rubinson, J., 1996, "*Brand loyalty: The link between attitude and behavior*", *Journal of advertising research*, 36(6)
- Belch, G.E. and Belch, M.A. ,1995, "*Introduction to advertising and promotion: An integrated marketing communication perspective*", Richard D. Irwin Inc., 3rd Ed., Chicago, IL, USA
- Biel, Alexander L, 1992, "*How Brand Image Drives Brand Equity*", *Journal of Advertising Research*, 6 (Nov/ Dec)
- Christodoulides, George dan de Chernatony, Leslie, 2007, "*Dimensionalising on- and offline brands composite equity*", *The Journal of Product and Brand Management*, vol 13
- Cobb-Walgren, Cathy J., Rble, Cynthia A., and Donthu Naveen, 1995, "*Brand Equity, Brand Preference and Purchase Intent*", *Journal of Advertising*, vol. XXIV, no. 3, Fall
- Daugherty, T. Logan, K, Chu & Huang, 2007, "*Understanding Consumer Perceptions of Advertising: A Theoretical Framework of Attitude and Confidence*", *Journal of Advertising Research*, 18 (6)
- Dobni, D. & Zinkhan, G. M. (1990) "*In Search of Brand Image: A Foundation Analysis.*" *Advances in Consumer Research*, Vol. 17(1)
- Durianto, D. dan C. Liana ,2004, "Analisis Efektivitas Iklan Televisi *Softener Soft & Fresh* di Jakarta dan Sekitarnya dengan Menggunakan *Consumen Decision Model*", *Jurnal Ekonomi Perusahaan*, 11 (1)

- Faircloth, James B., Louis M. Capella and Bruce L. Alford, 2001, "*The Effect of Brand Attitude and Brand Image on Brand Equity*", *Journal of Marketing Theory and Practice*, Summer
- Farbey, AD., 1997, "*How to Produce Successful Advertising (Kiat Sukses Membuat Iklan)*", PT Gramedia Pustaka Utama, Jakarta
- Ferdinand, Agusty 2000, "Manajemen Pemasaran: Sebuah Pendekatan Stratejik", Research Paper Series-Konsentrasi Manajemen Pemasaran, Magister Manajemen Undip, Semarang
- Ferdinand, Agusty, 2006, "*Structural Equation Modelling Dalam Penelitian Manajemen*", Edisi 4, badan Penerbit Universitas Diponegoro, Semarang
- Fishbein, Martin & Ajzen, Icek ,1975, "*Belief, Attitude Toward, Intention and Behavior : An Introductory to Theory and Reseach*", Massachusetts, Addison-Wesley
- Fournier, S. (1998), "Consumers and their brands: developing relationship theory in consumer research", *Journal of Consumer Marketing*, Vol. 24 No. 4, pp. 343-74
- Frontier Consulting Group dan Majalah Marketing 02/X/FEBRUARI 2010*
- Graeff, T. R, 1996, "*Using promotional messages to manage the effects of brand and self image on brands evaluation*", *Journal of Consumer Marketing*, Vol,13, No,3
- Ghozali, Imam, 2008, "Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 16.0", Semarang: Badan Penerbit Universitas Diponegoro
- Hair, J. F., Anderson, R. E. Tatham, R. L., & Black, W. C. (2006), "*Multivariate Data Analysis*", (Sixth ed.). New Jersey: Prentice Hall
- Handoyo, Spto, 2004, "Pengaruh Kreativitas iklan terhadap loyalitas konsumen sabun mandi Lux (Studi pada konsumen disekitar wilayah UPN Veteran Yogyakarta)", *Telaah Bisnis*, vol. 5 no. 2 UPN Veteran, Yogyakarta
- Haubl, G, 1996, "A cross-national investigation of the effects of country of origin and brand name on the evaluation of a new car," *International Marketing Review*, Vol, 13 No, 5, pp, 76-97.
- Howard, J.A. ,1994, "*Buyer Behavior in Marketing Strategy*", 2th ed., New Jersey: Prentice Hall
- Indrianto, N., dan Supomo, B., 2002, "Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen", BPFE, Yogyakarta

- Jin, Hyun Seung, 2003, “*Compounding Consumer Interest Effect of Advertising Campaign Publicity on the Ability to Recall Subsequent Advertisements*”, *Journal of Advertising*, Vol. 32 No. 3, Fall
- Kahle, Lynn R. & Pamela M. Homer, 1985, “*Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective*”, *Journal of Consumer Research*, Vol. 11, March
- Keller, K.L. (1993), “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, Vol. 57, January
- Keller, Kevin Lane, 2003, “*Strategic Brand Management: Building Measuring and Managing Brand Equity*”, 2nd edition, New York, Prentice Hall
- Keller, Kevin Lane, Susan E, Heckler & Michel J, Houston, 1998, “*The Effects of Brand Name Suggestiveness on Advertising Recall*”, *Journal of Marketing* Vol,62 (January 1998)
- Kotler, Philip, 1997, “*Marketing Management: Analysis, Planning, Implementation and Control*”, 9th ed., Englewood Cliffs, NJ: PrenticeHall, Inc
- Kottler, Philip, 2002, “*Manajemen Pemasaran 2 (Terjemahan: Bambang Sinduro)*, Jakarta: PT Prehallindo
- Kridalaksana, Harimurti, 2001, “*Kamus Linguistik*”, Jakarta : PT. Gramedia Pustaka Utama
- Kussudyarsana, 2004, “*Fenomena Selebritas sebagai Model Iklan dari Sudut Pandang Sumber Pesan*”, *Benefit*, Vol. 8 No. 2 , Desember, UMS Surakarta
- Lafferty, Barbara A. & Ronald E. Goldsmith, 2004, “*How Influential are Corporate Credibility and Endorser Attractiveness When Innovators React to Advertisements for a New High- Technology Product?*”, *Corporation Reputation Review*, Vol. 7, No. 1
- Laskey, Henry A.; Fox, Richard J. & Crask, Melvin R., 1995, “*The Relationship between Advertising Message Strategy and Television Commercial Effectiveness*”, *Journal of Advertising Research*, March April
- Lee, D and Ganesh, G, 1999, “*Effects of Partitioned Country Image in The Context of Brand Image and Familiarity A Categorization Theory Perspective*”, *International Marketing Review*, vol. 16 no. 1
- Low, George S., and Lamb, Charles W., 2000, “*The measurement and dimensionality of brand associations*”, *The Journal of Product and Brand Management*, Santa Barbara: 2000, Vol, 9, Iss, 6

Mackenzie, Scott B., Richard J. Lutz, 1989, "An Empirical Examination of Attitude Toward the ad in an Advertising Pretest Context", *Journal of Marketing*, 53

Majalah Marketing 02/IX/FEBRUARI 2009

Martinez, Eva and Polo, Yolanda and Leslie de Chernatony, 2008, "Effect of Brand Extension Strategies on Brand Image", *International Marketing Review*, Vol. 25 No.1

Mathur, Lynette Knowles & Mathur, Ike, 1995, "The Effect of Advertising Slogan Changes on the Market Values of Firms", *Journal of Advertising Research*, January/ February

Meenagan and Shipley, 1999, "Media effect in commercial sponsorship", *European Journal of Marketing*, Vol, 33 No,3/4

Meenaghan, T. (1995) "The Role of advertising in Brand Image Development." *Journal of Product & Brand Management*, Vol. 4(4)

Mei Chen-Shih & Huddleston, Paricia, 2009, "A Comparison of Four Strategies to Promote Fair Trade Products", *International Journal of Retail & Distribution Management*, Vol. 37, no. 4

Morgan, Susan E. & Reichert, Tom, 1999, "The Message in the Metaphor: Assessing in the Comprehensions of Metaphors in Advertisements", *Journal of Advertising*, Vol. XXVIII

Mowen, John C, 1995, "Consumers Behavior", Prentice Hall, Inc, Englewood Cliffs, New Jersey, International Edition

Mutaqin, Eriza, 2009, "Implikatur Percakapan pada bahasa iklan produk (studi kasus di radio GSM FM)", UMS

Myers, Chris A., 2003, "Managing Brand Equity: Look at The Impact of Attributes", *Journal of Product & Brand Management*, Vol. 12

Noriega, J. and Blair, E., 2008, "Advertising to bilinguals: Does the language of advertising influence the nature of thoughts?", *Journal of Marketing* 72 (September)

O'Mahony, S. and Meenaghan, T. ,1997, "Research the impact of celebrity endorsements on consumer", In: *New ways of optimizing integrated communications*, ESOMAR, The Netherlands

- Ohanian, Roobina, 1990, “*Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness*”, *Journal of Advertising*, Vol. 19, No. 3
- Pappu, R., Quester, P.G. and Cooksey, R.W. (2005), “*Consumer-based brand equity: improving the measurement – empirical evidence*”, *Journal of Product & Brand Management*, Vol. 14 Nos 2/3
- Parasuraman, A., & Zeithaml, V. A., Berry, L. L ,1988, “*SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality*”, *Journal of Retailing*, 64, Spring
- Park, W.C. and Srinivasan, V. (1994), “*A survey-based method for measuring and understanding brand equity and its extendibility*”, *Journal of Marketing Research*, Vol. 31 No. 2, pp. 271-88
- Rossiter, John R. & Percy, Larry, 1995, “*Advertising Communications and Promotion Management*”, Boston, MA: McGraw-Hill, Second Edition
- Schiffman, L.G. and L.L. Kanuk ,1997, “*Consumer Behavior*”, 6th ed., New Jersey: Prentice Hall International, Inc.
- Seno, Diana & Bryan A. Lukas, 2007, “*The Equity Effect of Product Endorsement by Celebrities*”, *European Journal of Marketing*, Vol. 41 no. 1/ 2
- Shapiro, Stewart & Krishnan, H. Shanker, 2003, “*Memory-Based Measures for Assessing Advertising Effects: A Comparison of Explicit and Implicit Memory Effects*”, *Journal of Advertising*, Vol. 30 No. 3, Fall
- Sheth, J. N., Newman, B. I., & Gross, B. L. ,1991, “*Why we buy what we buy: a theory of consumption values*”, *Journal of Business Research*, 22
- Shimp, A. Terence, 2000, “*Promosi dan Periklanan, Aspek Tambahan Komunikasi Pemasaran Terpadu*”, Erlangga, Jakarta
- Sitinjak, Tony dan J. R. S., Tumpal, 2005, “*Pengaruh Citra Merek, Sikap Merek terhadap Ekuitas Merek*”, *Jurnal Ekonomi Perusahaan*, vol. 12 no. 2 Juni
- Smith, Gerald E. & Wortzel, Late Lawrence H., 1997, “*Prior Knowledge and The Effect of Suggested Frames of Reference in Advertising, Psychology and Marketing*, Vol. 14 (2), March
- Suryanto, B dan Suko, Priyono, 2004, “*Pengaruh Ekuitas Merek dan Preferensi Merek Terhadap Keinginan Membeli (Studi pada Kartu Kredit Bank BNI)*”, *Telaah Manajemen*, vol. 1, Edisi 1, MM STIE Stikubank, Semarang

Susanto, AB dan Himawan Wijanarko, 2004, "Power Branding : Membangun Brand Yang Legendaris", PT.Mizan Pustaka, Bandung,

Till, Brian D. & Daniel W. Baack, 2005, "Recall and Persuasion: Does Creative advertising Matter?", Journal of Advertising, Vol. 32 No. 3, Fall

Till, Brian D. and Busler, Michael, 2000, "The Match-Up Hypothesis: Physical Attractiveness, Expertise and Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs", Journal of Advertising, Vol. XXIX, No. 3, Fall

Tjiptono, Fandy, 1997, "Strategi Pemasaran , 2nd ed, Yogyakarta: Andi Offset

Urde, M.,1994, " Brand Orientation A Mindset into Strategic Resources", Journal of Consumer Research Vol 16 March pp

Wells, W., Burnett, J. and Moriarty, S., 1989, "Advertising principles and practice", Prentice-Hall, Englewood Cliffs, NJ, USA.

Wiryanti, Sri, 2004, "Iklan dan Hiper-Realitas Perempuan", Nirmana, Vol. 6, No. 2, Juli

www.kompas.com

www.telkom.co.id

Zeithaml, V.L ,1988, "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", Journal of Marketing, 52(July)

